

COMPARISONS OF AVERAGE AUDIENCE ESTIMATES – SELECTED PROGRAM TYPES

FIRST REPORT FOR JUNE 1981

EVENING 7:00-11:00 PM

	General Drama	Suspense & Mystery Drama(1)	Situation Comedy	Adventure	Participation Variety	Feature Films	All 25- 30 Min.	All 55- 60 Min.	7:00- 9:00 PM	9:00- 11:00 PM(2)	All 7:00-11:00 PM		
											Regular	Special(3)	Total(3)
HOUSEHOLDS % AVG. AUD.	11.8	14.5	15.3	13.2		13.6	15.5	13.9	12.5	15.0	14.0	14.6	14.1
NO. OF PROGRAMS†	10	9	26	4	IFR	9	23	33	30	38	68	15	83

	EVENING 6:00-7:00PM		MONDAY-FRIDAY 11:30-1:00AM		WEEKDAY DAYTIME 10:00AM-4:30PM					WEEKEND DAYTIME			
	Informational(1)				Quiz & Aud. Partic.(1)	Situation Comedy	10:00AM- 1:00PM	1:00- 4:30PM	10:00AM- 4:30PM	Chil- dren's(1)	Sports		
	Once-a-Week	Multi-weekly	11:30PM- 1:00AM(4)	Daytime Drama							Regular	Special(3)	Total(3)
HOUSEHOLDS % AVG. AUD.	7.0	10.3	5.6	6.7	4.9	5.4	5.2	6.7	6.1	4.7	6.3	5.0	5.8
NO. OF PROGRAMS†	5	3	12	13	8	4	14	11	25	32	9	8	17

(1) SEE INTRODUCTION FOR INDIVIDUAL TYPES IN ABOVE GROUPING.
(2) INCLUDES 8:30-9:30PM AND 8:30-10:00PM PROGRAMS.

(3) WEIGHTED BY DURATION AND FREQUENCY AND LIMITED TO REGULARLY SCHEDULED PROGRAMS, EXCEPT FOR TYPES CARRYING THIS FOOTNOTE.
(4) INCLUDES OVERRUNS EXTENDING BEYOND 1:00AM.

IFR INSUFFICIENT NUMBER OF PROGRAMS IN TYPE FOR REPORTING.

1 PROGRAMS ARE RATED IN TERMS OF TOTAL DURATION, UNDER FIVE-MINUTE PROGRAMS ARE EXCLUDED.

NATIONAL TV NIELSEN RATINGS RANKING – TOP PROGRAMS(†)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING JUNE 7, 1981

NIELSEN AVERAGE AUDIENCE

		AUDIENCES				AUDIENCES	
RANK	PROGRAM	% U.S.	NO. (000)	RANK	PROGRAM	% U.S.	NO. (000)
1	BOB HOPE BIRTHDAY(S)	21.3	16,570	11	BARBARA WALTERS SPECIAL(S)	18.1	14,080
2	M*A*S*H	20.9	16,260	11	BIG EVENT	18.1	14,080
3	JEFFERSONS#	20.1	15,640	13	FACTS OF LIFE	18.0	14,000
4	HOUSE CALLS	19.3	15,020	14	CBS TUESDAY NIGHT MOVIES#	17.6	13,690
5	60 MINUTES	19.2	14,940	14	LOU GRANT	17.6	13,690
6	DUKES OF HAZZARD	18.8	14,630	14	THREE'S COMPANY	17.6	13,690
6	20/20	18.8	14,630	14	TRAPPER JOHN, M.D.#	17.6	13,690
8	LOVE BOAT SPECIAL(S)	18.5	14,390	18	HART TO HART#	17.5	13,620
9	ALICE#	18.4	14,320	18	WOMEN WHO RATE A"10"(S)	17.5	13,620
10	DIFF'RENT STROKES	18.2	14,160				

PROGRAM AUDIENCE ESTIMATES (ALPHABETIC)

1ST JUNE 1981 REPORT

PROGRAM NAME					T/C THIS SEASON	NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES				PROGRAM NAME					T/C THIS SEASON	NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES				
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	
•EVENING																												
ABC COMEDY SPECIAL					1		184		95	A	14.3	26	1113	BJ AND THE BEAR					6		195	186	93	95	A	9.8	19	762
2 MON.		8.00P	30	ABC CS						B	14.3	26	1113	SAT.		9.00P	60	NBC A							B	11.5	22	895
ABC FRIDAY NIGHT MOVIE					26	177	189	93	95	A	10.8	21	840	BOB HOPE BIRTHDAY(S)							208		99		A	21.3	37	1657
FRI.		9.00P	120	ABC FF						B	12.7	21	988	1 MON.		8.00P	120	NBC GV										
ABC MONDAY NIGHT BASEBALL					1		198		99	A	12.4	21	965	BOSOM BUDDIES					26		173	193	91	96	A	15.4	28	1198
2 MON.		8.30P	151	ABC SE						B	12.4	21	965	THU.		8.30P	30	ABC CS							B	16.9	27	1315
ABC MONDAY NIGHT BSBL(B)							155		83	A	10.5	20	817	CBS EVENING NEWS-RATHER					169		197	197	99	99	A	11.1	24	864
2 MON.		11.01P	25	ABC SE										M-F		6.30P	30	CBS N						B	14.7	27	1144	
ABC MONDAY NIGHT MOVIE					3	200			99	A	14.5	25	1128	CBS EVENING NEWS-DEAN					23		171		92		A	7.1	20	552
1 MON.		9.00P	120	ABC FF						B	18.5	30	1439	1 SUN.		6.30P	30	CBS N						B	9.9	18	770	
ABC NEWSBRIEF-M-F					168	191	183	97	95	A	14.2	25	1105	CBS REPORTS(S)							192		98		A	10.9	19	848
1 MWF		8.58P		1	ABC N					B	16.8	26	1307	1 THU.		10.00P	60	CBS DN										
1 TU&TH		9.58P		1										CBS SAT. NEWS-SCHIEFFER					35		145	150	85	85	A	8.5	22	661
2 MON.		8.28P		1										SAT.		6.30P	30	CBS N						B	10.3	21	801	
2 TU-TH		9.58P		1										CBS SAT. NIGHT MOVIE					4		179	188	92	97	A	12.6	25	980
2 FRI.		8.58P		1										SAT.		9.00P	120	CBS FF						B	11.5	22	895	
ABC NEWSBRIEF-SAT.					34	197	196	98	98	A	16.6	32	1291	CBS TUESDAY NIGHT MOVIES					20			188	97		A	17.6	29	1369
SAT.		9.58P		1	ABC N					B	21.4	36	1665	2 TUE.		9.00P	120	CBS FF						B	17.7	28	1377	
ABC NEWSBRIEF-SUN.					34	196	196	98	98	A	10.5	19	817	CBS WEDNESDAY NIGHT MOVIE					23			191	97	A	14.5	26	1128	
1 SUN.		8.58P		1	ABC N					B	14.7	23	1144	2 WED.		9.00P	120	CBS FF						B	17.3	28	1346	

2 SUN.	8.57P	2																								
ABC SUNDAY NIGHT MOVIE	SUN.	9.00P	120	ABC FF	31	201	199	99	99	A	15.7	27	1221	CHARLIE'S ANGELS	2 WED.	8.00P	60	ABC PD	182		95		A	11.9	23	926
										B	19.0	30	1478	CHIPS	SUN.	8.00P	60	NBC OP	217	215	99	99	B	11.9	23	926
ABC WORLD NEWS TONIGHT	M-F	6.30P	30	ABC N	168	201	202	99	99	A	9.9	22	770	DALLAS	FRI.	10.00P	60	CBS GD	204	205	99	99	A	16.5	32	1284
ABC WRLD NEWS TONIGHT-SUN	SUN.	6.30P	30	ABC N	31	160	158	85	83	B	12.3	22	957	DIFF'RENT STROKES	WED.	9.00P	30	NBC CS	204	204	98	99	B	19.0	29	1478
										A	6.7	18	521	DISNEY'S WONDERFUL WORLD	SUN.	7.00P	60	NBC FV	210	212	98	99	A	15.9	31	1237
										B	8.8	17	685	DUKES OF HAZZARD	FRI.	9.00P	60	CBS CS	201	202	98	99	B	30.5	52	2373
ALICE	1 SUN.	9.00P	30	CBS CS	23	191			99	A	18.4	32	1432	EIGHT IS ENOUGH	1 SAT.	8.00P	60	ABC CS	194		95		A	18.2	32	1416
AMERICAN DREAM	2 WED.	9.00P	60	ABC GD	2					B	22.2	32	1727	ENOS	SAT.	8.00P	60	CBS CS	183	185	97	98	B	20.3	31	1579
										A	9.1	16	708	FACTS OF LIFE	WED.	9.30P	30	NBC CS	197	197	97	97	A	11.4	25	887
										B	11.3	19	879	FANTASY ISLAND	SAT.	10.00P	60	ABC A	201	198	99	99	B	14.4	24	1120
ARCHIE BUNKER'S PLACE	1 SUN.	8.00P	60	CBS CS	23	191	197	99	99	A	13.9	28	1081	GREATEST AMERICAN HERO	1 WED.	8.00P	60	ABC A	202		99		A	18.8	37	1463
	2 SUN.	8.00P	30							B	20.0	31	1556	GUYANA TRAGEDY(S)	1 WED.	8.00P	180	CBS GD	191		98		B	25.2	42	1961
BARBARA MANDRELL	SAT.	8.00P	60	NBC GV	24	203	203	96	97	A	11.7	26	910							A	10.0	22	778			
										B	15.9	28	1237							B	13.8	26	1074			
BARBARA WALTERS SPECIAL(S)	2 TUE.	10.00P	60	ABC CC					99	A	18.1	30	1408							A	11.2	25	871			
BARNEY MILLER	THU.	9.00P	30	ABC CS	27	185	199	97	99	B	18.1	29	1408							A	18.0	30	1400			
										A	11.3	25	879							B	15.5	27	1206			
BENSON	FRI.	8.00P	30	ABC CS	27	197	189	97	94	A	18.1	31	1408							B	19.0	30	1478			
BIG EVENT	SUN.	9.00P	120	NBC FV	32	207	204	99	99	A	18.1	31	1408							A	16.2	32	1260			
										B	18.5	28	1439							B	20.0	36	1556			

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PROGRAM NAME					T/C THIS SEASON	NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES				PROGRAM NAME					T/C THIS SEASON	NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES					
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)		
EVENING CONT'D														NBC FRIDAY NIGHT MOVIE						1		179		96	A	9.7	19	755	
HAPPY DAYS					27	206	186	99	96	A	16.3	30	1268	2 FRI.	9.00P	120		NBC	FF					B	9.7	19	755		
TUE.	8.00P	30	ABC	CS						B	20.0	31	1556	NBC MAGAZINE						5	169	177	94	95	A	11.6	22	902	
HARPER VALLEY					17	181	181	94	96	A	10.5	23	817	THU.	8.00P	60		NBC	DN					B	11.6	21	902		
FRI.	8.00P	30	NBC	CS						B	15.8	28	1229	NBC MONDAY NIGHT MOVIES						27		201		99	A	14.5	24	1128	
HART TO HART					23	205		99		A	17.5	30	1362	2 MON.	9.00P	120		NBC	FF					B	18.8	29	1463		
1 TUE.	10.00P	60	ABC	PD						B	19.6	32	1525	NBC NEWS UPDATE-M-F						167	170	167	91	91	A	12.5	22	973	
HILL STREET BLUES					5	201	193	97	97	A	14.9	25	1159	1 MON.	9.10P	1		NBC	N					B	16.3	25	1268		
1 TUE.	9.00P	120	NBC	OP						B	13.8	22	1074	1 TU-F	8.58P	1													
2 TUE.	9.00P	60												2 M-F	8.58P	1													
HOUSE CALLS					27	198	198	99	99	A	19.3	31	1502	NBC NEWS UPDATE-SAT.						34	180	181	91	93	A	9.5	20	739	
MON.	9.30P	30	CBS	CS						B	21.6	32	1680	SAT.	8.58P	1		NBC	N					B	12.9	22	1004		
IBM PRESENTS(S)							196		98	A	9.1	21	708	NBC NEWS UPDATE-SUN.						34	179	180	94	94	A	14.6	27	1136	
2 SAT.	8.00P	60	ABC	GV										SUN.	8.58P	1		NBC	N					B	18.8	28	1463		
I'M A BIG GIRL NOW					25	198	190	95	95	A	11.8	24	918	NBC NEWS UPDATE-2-M-F						30	173	176	85	87	A	12.1	20	941	
FRI.	8.30P	30	ABC	CS						B	15.1	25	1175	1 TUE.	9.53P	1		NBC	N					B	13.1	21	1019		
INCREDIBLE HULK					22	192	193	97	98	A	11.7	25	910	1 THU.	9.44P	1													
FRI.	8.00P	60	CBS	SF						B	16.3	28	1268	2 TU&TH	9.58P	1													
JEFFERSONS					23	194		99		A	20.1	34	1564	NBC NEWS UPDATE-2-SAT.						8	177	172	86	86	A	8.9	17	692	
1 SUN.	9.30P	30	CBS	CS						B	22.8	34	1774	SAT.	9.58P	1		NBC	N					B	9.9	18	770		

KNOTS LANDING					1		190		99	A	11.5	20	895	NBC NIGHTLY NEWS-SAT.					30		159		85	A	6.7	17	521
2 THU.	9.00P	120	CBS	GD						B	11.5	20	895	2 SAT.	6.30P	30	NBC	N						B	9.1	18	708
LARRY GATLIN-GATLIN BROS.(S)						204		99		A	10.4	19	809	NBC NIGHTLY NEWS-SUN.					25	158	162	83	84	A	5.9	16	459
1 MON.	8.00P	60	ABC	GV										SUN.	6.30P	30	NBC	N						B	7.9	15	615
LAVERNE & SHIRLEY					26	210	187	99	96	A	16.7	29	1299	NBC NIGHTLY NEWS					167	208	208	99	99	A	10.0	22	778
TUE.	8.30P	30	ABC	CS						B	19.9	30	1548	M-F	6.30P	30	NBC	N						B	12.7	23	988
LITTLE HOUSE-PRAIRIE					31		210		99	A	14.8	26	1151	NBC REPORTS(S)							197		98	A	9.9	19	770
2 MON.	8.00P	60	NBC	GD						B	21.3	32	1657	1 SAT.	10.00P	60	NBC	DN									
LOBO					17	200	179	97	91	A	12.5	22	973	NBC THURSDAY NIGHT MOVIES					26	176	190	88	94	A	14.0	24	1089
TUE.	8.00P	60	NBC	A						B	16.8	26	1307	THU.	9.00P	120	NBC	FF						B	16.3	27	1268
LOU GRANT					27	200	197	99	99	A	17.6	31	1369	NERO WOLFE					2		189		95	A	12.0	20	934
MON.	10.00P	60	CBS	GD						B	18.9	31	1470	2 TUE.	10.00P	60	NBC	PD						B	11.3	19	879
LOVE BOAT					31	202	201	99	98	A	16.4	33	1276	NEWSBREAK-TUE(B)							95		71	A	6.9	12	537
SAT.	9.00P	60	ABC	CS						B	23.1	39	1797	2 TUE.	8.58P	1	CBS	N									
LOVE BOAT SPECIAL(S)						203		99		A	18.5	31	1439	NEWSBREAK-M-F					145	168	151	89	87	A	11.5	21	895
1 WED.	9.00P	120	ABC	CS										1 MTHF	8.58P	1	CBS	N						B	15.7	24	1221
MAGNUM, P.I.					20	187		95		A	16.2	28	1260	1 TUE.	8.52P	1											
1 THU.	9.00P	60	CBS	PD						B	20.2	31	1572	1 WED.	9.08P	1											
M*A*S*H					27	198	200	99	99	A	20.9	35	1626	2 M & W	8.57P	2											
MON.	9.00P	30	CBS	CS						B	24.7	36	1922	2 TH & F	8.58P	1											
MORK & MINDY					28	172	196	89	96	A	13.5	26	1050	NEWSBREAK-SAT.					30	171	169	92	92	A	10.1	21	786
THU.	8.00P	30	ABC	CS						B	16.7	27	1299	SAT.	8.58P	1	CBS	N						B	12.5	21	973
NAT'L-CHEERLEADING CHAMP(S)						187		99		A	14.9	25	1159	NEWSBREAK-SUN.					30	176	177	94	94	A	14.7	27	1144
1 TUE.	9.30P	90	CBS	AC										SUN.	8.58P	1	CBS	N						B	19.9	29	1548
														ONE DAY AT A TIME					21		192		99	A	15.0	28	1167
														2 SUN.	8.30P	30	CBS	CS						B	21.1	31	1642

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PROGRAM NAME						T/C THIS SEASON	NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES				PROGRAM NAME						T/C THIS SEASON	NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES			
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	WK 1	WK 2		K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	WK 1	WK 2		K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)
LATE FRINGE CONT'D															CARD SHARKS														
NBC LATE NIGHT MO-CONT'D															M-F 12.00N 30 NBC QG 166														
1 SUN. 11.30P 104 NBC FF															B 2.1 9 163														
2 SUN. 11.30P 120																													
SATURDAY NIGHT															DAYS OF OUR LIVES														
SAT. 11.30P 80 NBC GV 33															M-F 1.00P 60 NBC DD 166														
															DOCTORS														
															M-F 12.30P 30 NBC DD 165														
SCTV NETWORK/90															EDGE OF NIGHT														
1 FRI. 12.30A 90 NBC GV 3															M-F 4.00P 30 ABC DD 156														
TOMORROW COAST TO COAST-1 133															FAMILY FEUD														
M-TH 12.30A 30 NBC CC															M-F 12.00N 30 ABC QP 167														
TOMORROW COAST TO COAST-2 133															GENERAL HOSPITAL														
MON. 1.00A 45 NBC CC															M-F 3.00P 60 ABC DD 160														
1 TU & W 1.00A 56															GOOD MORNING, AMERICA-730 168														
1 THU. 1.00A 48															M-F 7.30A 30 ABC N														
2 TU&TH 1.00A 55																													
2 WED. 1.00A 47															GOOD MORNING, AMERICA-830 169														
TOMORROW FRIDAY SPECIAL(S)															M-F 8.30A 30 ABC N														
2 FRI. 12.30A 86 NBC CC															GUIDING LIGHT														
															M-F 3.00P 60 CBS DD 163														
TONIGHT SHOW															JEFFERSONS M-F 156														
M-F 11.30P 60 NBC GV 167																													
TUESDAY MOVIE-WEEK-PART 1 19																													

TUE.	12.00M	71	ABC	FF					B	4.2	20	327	1 M-F	10.00A	30	CBS	CS								B	5.0	24	389
TUESDAY	MOVIE-WEEK-PART 2	19			167	167	93	93	A	3.1	21	241	2 MTUWF	10.00A	30													
1 TUE.	1.11A	21	ABC	FF					B	3.6	25	280	LAS VEGAS	GAMBIT			146	134	133	77	77			A	3.0	15	233	
2 TUE.	1.11A	15											M-F	10.00A	30	NBC	QG						B	3.2	15	249		
•WEEKDAY DAYTIME													LOVE BOAT DAYTIME			169	192	192	98	98	A	6.0	28	467				
ABC DAYTIME	NEWSBRIEF-M-F	167			177	178	93	93	A	7.4	28	576	M-F	11.00A	60	ABC	CS						B	5.6	25	436		
1 M-F	1.57P	2	ABC	N					B	8.4	30	654	MAGAZINE(S)						178		93	A	4.1	21	319			
2 MON.	1.56P	3											2 THU.	10.00A	60	CBS	DN											
2 TU-F	1.57P	2																										
AFTERNOON PLAYHOUSE(S)													MORNING-CHARLES KURALT			73	186	186	99	99	A	2.5	16	195				
2 TUE.	4.00P	60	CBS	CL			169	90	A	6.4	20	498	M-F	7.00A	60	CBS	N						B	2.9	17	226		
ALICE-M-F					156	168	168	92	92	A	6.0	29	467	NEWSBREAK-11.57			165	163	163	89	89	A	6.5	29	506			
1 M-F	10.30A	30	CBS	CS					B	5.9	28	459	M-F	11.57A	2	CBS	N						B	6.4	28	498		
2 MTUWF	10.30A	30											NEWSBREAK-3.57			163	176	176	93	94	A	5.5	18	428				
ALL MY CHILDREN													M-F	3.57P	2	CBS	N					B	6.6	20	513			
M-F	1.00P	60	ABC	DD	166	197	197	99	99	B	8.9	32	654	ONE DAY AT A TIME-M-F			147	130	129	74	75	A	3.8	13	296			
ANOTHER WORLD					165	204	204	98	98	A	4.8	18	373	1 M-F	4.00P	30	CBS	CS				B	4.3	14	335			
M-F	2.00P	60	NBC	DD					B	5.1	18	397	2 MTWTF	4.00P	30													
AS THE WORLD TURNS													ONE LIFE TO LIVE			162	197	199	99	99	A	7.7	30	599				
M-F	2.00P	60	CBS	DD	163	194	194	99	99	B	7.9	28	615	M-F	2.00P	60	ABC	DD				B	8.8	32	685			
BLOCKBUSTERS					147	147	147	84	84	A	3.7	18	288	PASSWORD PLUS			166	189	188	93	92	A	4.1	19	319			
M-F	10.30A	30	NBC	QG					B	3.6	17	280	M-F	11.30A	30	NBC	QG						B	4.4	19	342		
CAPTAIN KANGAROO													PRICE IS RIGHT 1			166	191	190	96	96	A	6.3	30	490				
M-F	8.00A	60	CBS	C	161	174	174	97	97	A	2.6	14	202	M-F	11.00A	30	CBS	AP				B	6.3	30	490			
									B	2.8	14	218	PRICE IS RIGHT 2			166	190	189	96	96	A	7.5	34	584				
													M-F	11.30A	30	CBS	AP				B	7.3	32	568				

PROGRAM AUDIENCE ESTIMATES (ALPHABETIC)

1ST JUNE 1981 REPORT

PROGRAM NAME					T/C THIS SEASON	NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES				PROGRAM NAME					T/C THIS SEASON	NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES																	
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)
WEEKDAY DAYTIME CONT'D																																									
RYAN'S HOPE					167	184	186	96	96	A	6.9	29	537	BATMAN & SUPER 7 I					3	201	205	98	98	A	4.5	22	350														
M-F 12.30P 30 ABC DD										B	6.6	26	513	SAT. 9.30A 30 NBC CA										B	4.1	20	319														
SEARCH FOR TOMORROW					164	186	185	96	96	A	5.6	23	436	BATMAN & SUPER 7 II					3	201	205	98	98	A	4.8	22	373														
M-F 12.30P 30 CBS DD										B	6.2	25	482	SAT. 10.00A 30 NBC CA										B	4.5	21	350														
TEXAS					166	192	191	93	92	A	4.3	15	335	BELMONT STAKES(S)							198		99	A	12.6	36	980														
M-F 3.00P 60 NBC DD										B	4.7	15	366	2 SAT. 5.00P 60 CBS SE																											
TODAY SHOW-7.30AM					170	215	215	99	99	A	4.5	26	350	BUGS BUNNY/ROAD RUNNER 1					13	201	200	99	99	A	4.3	27	335														
M-F 7.30A 30 NBC N										B	5.0	27	389	SAT. 8.30A 30 CBS CA										B	5.4	29	420														
TODAY SHOW-8.30AM					169	212	212	99	99	A	4.9	25	381	BUGS BUNNY/ROAD RUNNER 2					13	201	200	99	99	A	6.1	32	475														
M-F 8.30A 30 NBC N										B	5.8	28	451	SAT. 9.00A 30 CBS CA										B	7.3	35	568														
WHEEL OF FORTUNE					167	189	189	94	94	A	4.9	23	381	BUGS BUNNY/ROAD RUNNER 3					13	201	200	99	99	A	7.0	33	545														
M-F 11.00A 30 NBC QG										B	4.8	23	373	SAT. 9.30A 30 CBS CA										B	7.9	34	615														
YOUNG AND THE RESTLESS					165	196	196	99	99	A	7.1	27	552	CBS SPORTS SATURDAY					6	152		89		A	4.0	13	311														
M-F 1.00P 60 CBS DD										B	7.6	28	591	1 SAT. 5.00P 60 CBS SA										B	4.2	13	327														
WEEKEND DAYTIME																																									
ABC WEEKEND SPECIALS					27	185	188	94	96	A	4.6	20	358	CBS SPORTS SUNDAY					5	164		87		A	5.5	19	428														
SAT. 12.00N 30 ABC FV										B	5.7	22	443	1 SUN. 2.00P 120 CBS SA										B	6.2	21	482														
ABC WIDE WORLD-SPORTS SAT					25	200	196	99	99	A	7.8	23	607	DAFFY DUCK SHOW					36	196	197	96	97	A	5.6	25	436														
SAT. 5.00P 90 ABC SA										B	10.2	25	794	SAT. 10.30A 30 NBC CA										B	5.5	22	428														
														DEAR ALEX & ANNIE-11.55AM 32 185 188 95 96 A 4.5 21 350																											
ABC WIDE WORLD-SPORTS SUN					17	197		99		A	7.2	22	560	SAT. 11.55A 4 ABC CN										B	5.5	22	428														
1 SUN. 4.30P 90 ABC SA										B	10.9	26	848	DEAR ALEX & ANNIE-11.26AM					36	128	125	82	82	A	3.0	14	233														
ALL NEW POPEYE HOUR 1					13	187	190	95	97	A	5.5	25	428	SUN. 11.26A 3 ABC CN										B	3.4	14	265														
SAT. 11.00A 30 CBS CA										B	5.8	25	451	DRACK PACK					13	170	171	93	92	A	5.4	23	420														
ALL NEW POPEYE HOUR 2					13	187	190	95	97	A	5.5	25	428	SAT. 12.30P 30 CBS CA										B	5.5	23	428														
SAT. 11.30A 30 CBS CA										B	5.8	25	451	FACE THE NATION					36	174	175	97	96	A	3.3	16	257														
AMERICAN BANDSTAND '81					28	168	174	87	90	A	4.0	17	311	SUN. 11.30A 30 CBS CC										B	3.8	15	296														
SAT. 12.30P 60 ABC PC										B	4.8	18	373	FLINTSTONES					3	130	144	69	73	A	3.3	14	257														
AMERICAN SPORTSMAN					9	180	182	93	91	A	5.3	17	412	SAT. 12.30P 30 NBC CA										B	2.8	12	218														
1 SUN. 3.30P 60 ABC SA										B	5.3	16	412	FLINTSTONE'S COMEDY SHW 1					3	183	191	96	96	A	2.0	18	156														
2 SUN. 5.00P 60														SAT. 8.00A 30 NBC CA										B	1.8	16	140														
ANIMALS, ANIMALS, ANIMALS					30	142	136	86	85	A	1.9	9	148	FLINTSTONE'S COMEDY SHW 2					3	183	190	96	96	A	3.0	20	233														
SUN. 11.30A 30 ABC CL										B	2.6	10	202	SAT. 8.30A 30 NBC CA										B	2.9	20	226														
ASK NBC NEWS-8:58AM					36	183	190	96	96	A	3.6	23	280	FONZ/HAPPY DAYS GANG					29	192	193	99	99	A	5.2	27	405														
SAT. 8.58A 2 NBC CN										B	3.7	20	288	SAT. 9.00A 30 ABC CA										B	6.6	31	513														
ASK NBC NEWS-10:58AM					36	196	197	96	97	A	5.5	24	428	FRENCH OPEN TENNIS-SAT.(S)																											
SAT. 10.58A 2 NBC CN										B	5.4	21	420	2 SAT. 2.30P 90 CBS SE							143		83	A	3.2	11	249														
ASK NBC NEWS-11:58AM					36	169	191	83	95	A	5.0	23	389	FRENCH OPEN TENNIS-SUN.(S)																											
SAT. 11.58A 2 NBC CN										B	5.5	21	428	2 SUN. 2.00P 120 CBS SE							182		95	A	3.5	13	272														
ASK NBC NEWS-9:58AM					35	201	205	98	98	A	4.5	22	350	GODZILLA					3	199	200	98	99	A	4.3	24	335														
SAT. 9.58A 2 NBC CN										B	4.7	20	366	SAT. 9.00A 30 NBC CA										B	3.9	22	303														
ATLANTA GOLF CLASSIC-SAT.(S)						164		91		A	3.4	12	265	GREATEST SUPERFRIENDS-1					30	176	176	91	91	A	3.1	27	241														
2 SAT. 4.00P 60 CBS SE														SAT. 8.00A 30 ABC CA										B	3.7	26	288														
ATLANTA GOLF CLASSIC-SUN.(S)						184		95		A	5.8	17	451	GREATEST SUPERFRIENDS-2					30	176	176	91	91	A	4.2	28	327														
2 SUN. 4.00P 180 CBS SE														SAT. 8.30A 30 ABC CA										B	5.2	28	405														

SAT.	1.26P	3 CBS CN			B	4.8	19	373	RICHIE RICH	29	193	195	99	99	A	6.1	29	475
IN THE NEWS-8.56AM-SUN.			5	41	A	.5	4	39	SAT.	9.30A	30 ABC CA				B	7.5	31	584
2 SUN.	8.56A	3 CBS CN			B	1.3	9	101										
IN THE NEWS-10.56AM			13	196	A	5.5	24	428	SCHOOLHOUSE ROCK-8.26AM	30	176	176	91	91	A	3.7	30	288
SAT.	10.56A	3 CBS CN			B	5.6	24	436	SAT.	8.26A	3 ABC CN				B	4.4	29	342
IN THE NEWS-11.26AM			13	187	A	5.2	24	405	SCHOOLHOUSE ROCK-10.26AM	34	192	195	99	99	A	7.0	31	545
SAT.	11.26A	3 CBS CN			B	5.7	24	443	SAT.	10.26A	3 ABC CN				B	7.7	30	599
ISSUES AND ANSWERS			32	189	A	3.3	15	257	SCHOOLHOUSE ROCK-10.56AM	29	192	195	98	99	A	6.5	29	506
SUN.	12.00N	30 ABC CC			B	3.8	14	296	SAT.	10.56A	3 ABC CN				B	7.2	28	560
JASON OF STAR COMMAND			13	156	A	4.7	20	366	SCHOOLHOUSE ROCK-11.55AM	31	142	136	86	85	A	2.2	10	171
SAT.	1.00P	30 CBS CL			B	5.1	20	397	SUN.	11.55A	4 ABC CN				B	2.9	11	226
JETSONS			3	174	A	5.5	25	428	SCOOPY & SCRAPPY DOO	29	192	195	99	99	A	7.5	34	584
SAT.	11.00A	30 NBC CA			B	5.0	23	389	SAT.	10.00A	30 ABC CA				B	8.4	33	654
JONNY QUEST			34	135	A	3.5	16	272	SPORTSWORLD	20	188	184	95	96	A	5.6	18	436
SAT.	12.00N	30 NBC CA			B	4.5	17	350	1 SUN.	4.00P	90 NBC SE				B	6.4	17	498
KEMPER OPEN-SAT.(S)				157	A	3.2	11	249	2 SUN.	3.00P	189							
1 SAT.	4.00P	60 CBS SE							SUNDAY MORNING	36	138	139	86	86	A	4.0	23	311
KEMPER OPEN-SUN.(S)				185	A	4.7	15	366	SUN.	9.00A	90 CBS N				B	4.4	22	342
1 SUN.	4.00P	120 CBS SE							TARZAN/LONE RANGER-1	13	196	196	97	98	A	6.3	29	490
KIDS ARE PEOPLE TOO I			36	128	A	2.7	14	210	SAT.	10.00A	30 CBS CA				B	6.5	28	506
1 SUN.	10.30A	40 ABC CL			B	3.0	13	233	TARZAN/LONE RANGER-2	13	196	195	97	98	A	6.0	27	467
2 SUN.	10.30A	39							SAT.	10.30A	30 CBS CA				B	6.0	26	467
KIDS ARE PEOPLE TOO II			35	128	A	3.0	14	233	30 MINUTES	13	167	169	95	93	A	3.8	16	296
1 SUN.	11.10A	20 ABC CL			B	3.5	14	272	SAT.	1.30P	30 CBS DN				B	4.0	16	311
2 SUN.	11.09A	21							THUNDARR-THE BARBARIAN	34	192	195	98	99	A	6.5	29	506
									SAT.	10.30A	30 ABC CA				B	7.4	29	578

PROGRAM AUDIENCE ESTIMATES (ALPHABETIC)

1ST JUNE 1981 REPORT

PROGRAM NAME						T/C THIS SEASON	NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES				PROGRAM NAME						T/C THIS SEASON	NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																		
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																	
WEEKEND DAYTIME CONT'D																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																												

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)						11,830 15.2				18,360 23.6							
	ABC TV						LARRY GATLIN-GATLIN BROS. (OP)				ABC MONDAY NIGHT MOVIE THE JERICO HILL(R)							
	AVERAGE AUDIENCE (Households (000) & %)						8,090 10.4	9.9*		10.8*	11,280 14.5	11.0*		14.0*		16.4*		16.7*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						19 9.8	19 *	10.3	19 *	25 10.5	18 *	13.6	23 *	15.8	29 *	16.6	31 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						15,720 20.2				16,570 21.3		14,080 18.1		14,160 18.2			
	CBS TV						SPFX:EMPIRE STRIKES BACK (R)(OP)				M*A*S*H (R)		HOUSE CALLS (R)		LOU GRANT (R)			
	AVERAGE AUDIENCE (Households (000) & %)						11,200 14.4	13.5*		15.2*	13,930 17.9		12,600 16.2		11,200 14.4	14.7*		14.1*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						27 12.8	26 *	15.1	27 *	30 17.1	18.8	27 16.0	16.3	26 15.0	26 *	14.1	27 *
W E E K 1	TOTAL AUDIENCE (Households (000) & %)						25,990 33.4								18,670 24.0			
	NBC TV						BOB HOPE BIRTHDAY (OP)(SUS-OP)								WOMEN WHO RATE A 10 (R)			
	AVERAGE AUDIENCE (Households (000) & %)						16,570 21.3	18.6*		21.5*		22.8*		22.3*	13,620 17.5	18.0*		17.0*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						37 17.5	36 *	21.1	38 *	22.8	38 *	22.8	36 *	32 18.7	32 *	17.2	32 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						13,150 16.9		18,520 23.8									
	ABC TV						ABC COMEDY SPECIAL (OP)				ABC MONDAY NIGHT BASEBALL NEW YORK YANKEES VS CLEVELAND MONTREAL VS ST. LOUIS (8:30-11:01PM)(-OP)							
	AVERAGE AUDIENCE (Households (000) & %)						11,130 14.3		9,650 12.4	10.6*		12.0*		13.5*		13.1*		13.0*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						26 14.1	14.5	21 10.0	19 *	20 *	11.9	13.5	22 *	22 *	22 *	12.9	22 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						10,430 13.4		13,850 17.8		21,010 27.0		19,370 24.9		20,310 26.1			
	CBS TV						WKRP IN CINCINNATI (R)		TIM CONWAY SHOW (R)(OP)		M*A*S*H (R)		HOUSE CALLS (R)		LOU GRANT (R)			
	AVERAGE AUDIENCE (Households (000) & %)						8,870 11.4		11,980 15.4		18,590 23.9		17,430 22.4		16,100 20.7	20.2*		21.3*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						21 11.0	11.8	26 14.6	39 16.3	39 22.8	36 24.9	36 22.0	34 *	36 19.9	34 *	21.4	38 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						16,490 21.2				20,230 26.0							
	NBC TV						LITTLE HOUSE-PRAIRIE (R)(OP)				NBC MONDAY NIGHT MOVIES FLAMINGO ROAD(R)(SUS-OP)							
	AVERAGE AUDIENCE (Households (000) & %)						11,510 14.8	13.0*		16.5*	11,280 14.5	13.0*		13.7*		15.8*		15.5*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						26 12.5	24 *	16.1	28 *	24 13.2	21 *	13.5	22 *	27 *	27 *	15.5	28 *
TV HOUSEHOLDS USING TV		WK. 1	44.5	46.0	45.9	47.7	49.6	52.3	54.9	57.6	58.6	60.8	61.5	60.7	57.2	55.2	53.8	52.5
(See Def. 1)		WK. 2	49.0	49.5	49.9	51.8	52.9	54.7	56.9	59.7	59.9	61.2	61.9	62.4	60.5	58.5	56.8	55.5

U.S. TV Households: 77,800,000

For explanation of symbols, See page A.

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E K 1	TOTAL AUDIENCE (Households (000) & %)	{					13,930 17.9		12,680 16.3		13,930 17.9		14,080 18.1		16,800 21.6			
	ABC TV						HAPPY DAYS (R)		LAVERNE & SHIRLEY (R)		THREE'S COMPANY (R)		TOO CLOSE FOR COMFORT (R)(OP)		HART TO HART			
	AVERAGE AUDIENCE (Households (000) & %)	{					11,280 14.5		11,280 14.5		12,060 15.5		12,210 15.7		13,620 17.5		17.0*	18.0*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{					27 14.2	14.7	25 14.3	14.7	25 15.0	16.0	26 15.3	16.1	30 16.7	28 *	17.2	32 *
W E K 2	TOTAL AUDIENCE (Households (000) & %)	{					16,960 21.8						18,130 23.3					
	CBS TV								RACE-YOUR LIFE, C.BROWN (R)(OP)						NAT'L-CHEERLEADING CHAMP			
	AVERAGE AUDIENCE (Households (000) & %)	{					11,280 14.5	12.7*		14.9*		11,590 14.9	14.7*		15.3*		14.6*	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{					25 12.1	23 *	26 *	26 *	16.1	25 15.6	24 *	14.9	26 *	15.5	26 *	26 *
W E K 1	TOTAL AUDIENCE (Households (000) & %)	{					13,770 17.7				19,840 25.5							
	NBC TV								LOBO (R)(OP)						HILL STREET BLUES (OP)			
	AVERAGE AUDIENCE (Households (000) & %)	{					9,960 12.8	12.3*		13.4*	16.3	15.1*		16.3*		17.0*	16.7*	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{					23 11.9	23 *	23 *	27	27	25 *	27 *	27 *	16.9	28 *	30 *	30 *
W E K 2	TOTAL AUDIENCE (Households (000) & %)	{					16,260 20.9		16,420 21.1		16,880 21.7		16,260 20.9		18,980 24.4			
	ABC TV						HAPPY DAYS (R)		LAVERNE & SHIRLEY (R)		THREE'S COMPANY (R)		TOO CLOSE FOR COMFORT (R)(OP)		BARBARA WALTERS SPECIAL			
	AVERAGE AUDIENCE (Households (000) & %)	{					14,080 18.1		14,630 18.8		15,250 19.6		14,320 18.4		14,080 18.1	18.2*	18.0*	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{					32 17.1	19.2	32 18.2	19.4	32 19.3	20.0	29 18.0	18.7	30 18.2	30 *	30 *	30 *
W E K 2	TOTAL AUDIENCE (Households (000) & %)	{					7,470 9.6				20,770 26.7							
	CBS TV								PALMERSTOWN (OP)						CBS TUESDAY NIGHT MOVIES FIRST YOU CRY(R)			
	AVERAGE AUDIENCE (Households (000) & %)	{					5,680 7.3	6.9*		7.6*	13,690 17.6	14.8*		17.2*		19.2*	19.4*	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{					13 7.0	12 *	13 *	13 *	29 14.1	24 *	15.5	27 *	17.4	31 *	33 *	33 *
W E K 2	TOTAL AUDIENCE (Households (000) & %)	{					12,680 16.3				12,140 15.6				12,530 16.1			
	NBC TV								LOBO (R)(OP)						HILL STREET BLUES (R)(OP)		NERO WOLFE	
	AVERAGE AUDIENCE (Households (000) & %)	{					9,410 12.1	11.1*		13.0*	9,410 12.1	11.7*		12.5*	9,340 12.0	12.0*	12.1*	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{					21 11.1	20 *	22 *	22 *	20 11.5	19 *	12.3	20 *	20 11.7	20 *	20 *	20 *
TV HOUSEHOLDS USING TV (See Def. 1)			WK. 1	49.7	50.9	51.5	52.6	53.0	55.5	57.0	59.3	61.0	61.1	60.8	61.2	60.7	59.4	57.7
			WK. 2	47.7	49.5	51.2	53.6	55.7	56.1	57.4	59.7	60.1	62.1	62.6	62.9	61.2	61.0	59.8

U.S. TV Households: 77,800,000

For explanation of symbols, See page A.

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					16,730 21.5				22,950 29.5							
	ABC TV					GREATEST AMERICAN HERO (R)(OP)					LOVE BOAT SPECIAL						
	AVERAGE AUDIENCE (Households (000) & %)					11,900 15.3	14.0*		16.6*	14,390 18.5	15.6*		17.2*		20.3*		20.9*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					28 13.3	26 *		30 *	31 15.3	27 *		28 *		34 *	21.3	36 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					20,930 26.9											
	CBS TV					GUYANA TRAGEDY (R)(OP)											
	AVERAGE AUDIENCE (Households (000) & %)					11,510 14.8	13.1*		13.1*		14.3*		15.8*		16.5*		16.3*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					26 12.5	25 *		24 *		25 *		26 *		27 *	16.7	28 *
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					14,000 18.0				14,080 18.1		14,550 18.7		13,540 17.4			
	NBC TV					REAL PEOPLE (R)(OP)				DIFF'RENT STROKES (R)		FACTS OF LIFE (R)(SUS-OP)		QUINCY, M.E. (R)			
	AVERAGE AUDIENCE (Households (000) & %)					10,660 13.7	13.4*		14.0*	12,530 16.1		12,840 16.5		10,350 13.3	13.2*		13.3*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					25 13.0	25 *		25 *	28 15.6		27		23 13.3	22 *	13.3	23 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					12,600 16.2				10,660 13.7				13,770 17.7			
	ABC TV					CHARLIE'S ANGELS				AMERICAN DREAM (OP)				VEGAS			
	AVERAGE AUDIENCE (Households (000) & %)					9,260 11.9	11.6*		12.1*	7,080 9.1	8.7*		9.5*	10,350 13.3	12.7*		13.9*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					23 11.4	23 *		23 *	16 8.9	16 *		17 *	24 12.0	23 *	14.0	25 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					9,100 11.7				18,440 23.7							
	CBS TV					WHITE SHADOW (R)(OP)				CBS WEDNESDAY NIGHT MOVIE WILLA(R)							
	AVERAGE AUDIENCE (Households (000) & %)					6,220 8.0	7.6*		8.4*	11,280 14.5	12.8*		14.5*		15.2*		15.4*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					15 7.4	15 *		16 *	26 11.8	23 *		25 *		27 *	15.5	28 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					18,130 23.3				17,970 23.1		16,800 21.6		16,880 21.7			
	NBC TV					REAL PEOPLE (R)(OP)				DIFF'RENT STROKES (R)		FACTS OF LIFE (R)(SUS-OP)		QUINCY, M.E. (R)			
	AVERAGE AUDIENCE (Households (000) & %)					13,380 17.2	15.8*		18.5*	15,790 20.3		15,090 19.4		12,840 16.5	16.6*		16.3*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					33 14.9	32 *		35 *	36 19.8		34 20.8		30 16.5	30 *	16.4	30 *
TV HOUSEHOLDS USING TV		WK. 1	49.8	50.7	51.0	53.1	52.2	54.3	55.2	56.0	56.6	59.1	61.2	61.6	60.5	59.0	56.4
(See Def. 1)		WK. 2	47.3	48.1	48.7	49.1	49.1	51.1	52.9	53.6	54.9	56.7	57.3	57.6	55.5	55.7	54.6

U.S. TV Households: 77,800,000

For explanation of symbols, See page A.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.THU. MAY 28, 1981

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					12,990 16.7		14,320 18.4		15,720 20.2		13,930 17.9		20,310 26.1			
	ABC TV					MORK & MINDY (R)		BOSOM BUDDIES (R)		BARNEY MILLER (R)		TAXI (R)(OP)		20/20			
	AVERAGE AUDIENCE (Households (000) & %)					10,350 13.3		12,290 15.8		13,540 17.4		12,910 16.6		14,550 18.7		19.2*	18.1*
	SHARE OF AUDIENCE %					25		28		30		28		33		33 *	33 *
	AVG. AUD. BY ¼ HR. %					12.2	14.5	15.5	16.1	17.3	17.5	16.0	17.2	19.8	18.7	18.2	18.0
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					11,830 15.2				16,340 21.0				12,060 15.5			
	CBS TV					WALTONS (OP)				MAGNUM, P.I. (R)				CBS REPORTS NURSE, WHERE ARE YOU?			
	AVERAGE AUDIENCE (Households (000) & %)					8,870 11.4	10.5*		12.4*	12,600 16.2	15.6*		16.8*	8,480 10.9	11.9*		9.8*
	SHARE OF AUDIENCE %					21	20 *		22 *	28	27 *		28 *	19	20 *		18 *
	AVG. AUD. BY ¼ HR. %					9.9	11.1	12.1	12.6	15.3	15.9	16.8	16.9	12.3	11.5	10.2	9.4
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					12,600 16.2				17,660 22.7							
	NBC TV					NBC MAGAZINE (OP)				NBC THURSDAY NIGHT MOVIES ALMOST SUMMER(OP)							
	AVERAGE AUDIENCE (Households (000) & %)					8,710 11.2	11.3*		11.1*	9,650 12.4	10.3*		11.6*		13.5*		14.0*
	SHARE OF AUDIENCE %					21	22 *		20 *	22	18 *		20 *		23 *		25 *
	AVG. AUD. BY ¼ HR. %					11.4	11.2	11.3	10.9	10.4	10.3	11.4	11.8	13.3	13.8	13.9	14.1
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					13,150 16.9		13,620 17.5		16,030 20.6		15,720 20.2		19,370 24.9			
	ABC TV					MORK & MINDY (R)		BOSOM BUDDIES (R)		BARNEY MILLER (R)		TAXI (OP)		20/20			
	AVERAGE AUDIENCE (Households (000) & %)					10,660 13.7		11,590 14.9		13,150 16.9		13,930 17.9		14,700 18.9		18.7*	19.1*
	SHARE OF AUDIENCE %					28		28		31		31		32		31 *	33 *
	AVG. AUD. BY ¼ HR. %					12.8	14.6	14.3	15.6	16.2	17.7	17.2	18.6	18.5	18.8	19.6	18.6
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					11,200 14.4				16,260 20.9							
	CBS TV					WALTONS (OP)				KNOTS LANDING (R)							
	AVERAGE AUDIENCE (Households (000) & %)					8,320 10.7	10.4*		11.1*	8,950 11.5	10.3*		10.9*		12.3*		12.5*
	SHARE OF AUDIENCE %					21	21 *		21 *	20	19 *		19 *		21 *		22 *
	AVG. AUD. BY ¼ HR. %					10.0	10.7	11.1	11.2	10.1	10.4	10.8	11.0	12.0	12.5	12.8	12.2
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					13,230 17.0				19,840 25.5							
	NBC TV					NBC MAGAZINE (R)(OP)				NBC THURSDAY NIGHT MOVIES RAINBOW(R)(OP)							
	AVERAGE AUDIENCE (Households (000) & %)					9,340 12.0	11.6*		12.3*	12,140 15.6	14.2*		15.2*		16.9*		16.2*
	SHARE OF AUDIENCE %					23	23 *		23 *	27	26 *		26 *		28 *		28 *
	AVG. AUD. BY ¼ HR. %					11.4	11.8	12.2	12.4	14.5	13.9	14.6	15.8	16.5	17.2	16.3	16.1
TV HOUSEHOLDS USING TV		WK. 1	49.6	49.6	50.7	51.2	51.2	53.8	55.4	56.7	57.2	58.1	58.7	60.1	58.5	58.0	56.2
(See Def. 1)		WK. 2	44.8	45.0	46.4	47.9	48.5	51.0	51.9	53.2	54.8	55.9	57.2	58.9	60.0	59.5	56.5

U.S. TV Households: 77,800,000

For explanation of symbols, See page A.

EVE.THU. JUNE 4, 1981

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	{					11,130 14.3		10,270 13.2		16,960 21.8								
	ABC TV						BENSON (R)		I'M A BIG GIRL NOW (R)(OP)										
	AVERAGE AUDIENCE (Households (000) & %)	{					9,650 12.4		9,410 12.1		8,090 10.4								
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%					26 11.9		24 11.8		20 11.5		11.1* 21 *		10.8* 20 *		10.5* 20 *	9.3* 18 *	
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	{					13,620 17.5				19,680 25.3				19,370 24.9				
	CBS TV								INCREDIBLE HULK (R)(OP)				DUKES OF HAZZARD (R)				DALLAS (R)		
	AVERAGE AUDIENCE (Households (000) & %)	{					9,260 11.9	9.9*		13.9*	15,330 19.7	18.3*		21.0*	13,930 17.9	18.3*		17.6*	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%					24 9.2	21 *	27 *	37 *	35 *	39 *	21.3	34 18.6	35 *	34 *	17.7	17.5	
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	{					10,190 13.1		9,570 12.3		9,650 12.4				11,900 15.3				
	NBC TV						HARPER VALLEY (R)		SANFORD (OP)				STEVE ALLEN COMEDY HOUR (SUS-OP)				ROBERT KLEIN SPECIAL		
	AVERAGE AUDIENCE (Households (000) & %)	{					8,790 11.3		7,860 10.1		6,920 8.9	8.8*		9.0*	7,620 9.8	9.6*		10.1*	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%					24 11.1		20 11.5		17 8.5	17 *		17 *	19 9.8	18 *	10.0	20 *	
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	{					9,260 11.9		10,190 13.1		15,720 20.2								
	ABC TV						BENSON (R)		I'M A BIG GIRL NOW (R)(OP)										
	AVERAGE AUDIENCE (Households (000) & %)	{					7,940 10.2		8,950 11.5		8,640 11.1	9.2*		10.6*					
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%					23 9.6		25 10.9		22 9.3	19 *		21 *			11.8* 23 *	12.8* 25 *	
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	{					12,680 16.3				18,360 23.6				14,630 18.8				
	CBS TV								INCREDIBLE HULK (R)(OP)					DUKES OF HAZZARD (R)				DALLAS (R)	
	AVERAGE AUDIENCE (Households (000) & %)	{					8,870 11.4	10.1*		12.8*	13,850 17.8	16.6*		19.0*	10,810 13.9	14.1*		13.8*	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%					26 9.9	23 *	28 *	36 *	34 *	37 *	19.0	37 *	28 14.6	28 *	13.6	27 *	
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	{					8,560 11.0		7,160 9.2		13,690 17.6								
	NBC TV						HARPER VALLEY (R)		SANFORD (OP)										
	AVERAGE AUDIENCE (Households (000) & %)	{					7,470 9.6		6,150 7.9		7,550 9.7	9.3*		9.0*					
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%					22 9.4		17 9.8		19 9.1	19 *		18 *		10.1* 20 *	10.4	10.4*	
TV HOUSEHOLDS USING TV (See Def. 1)			WK. 1	43.3	44.7	45.5	46.3	46.6	49.4	49.8	52.1	52.6	52.7	53.6	53.6	53.1	52.8	51.7	50.5
			WK. 2	39.2	41.6	41.3	42.1	42.4	44.6	44.8	46.7	47.6	49.2	51.0	51.4	51.1	50.5	50.3	50.1

U.S. TV Households: 77,800,000

For explanation of symbols, See page A.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SAT. MAY 30, 1981

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E K 1	TOTAL AUDIENCE (Households (000) & %)					10,740 13.8				16,420 21.1				16,100 20.7			
	ABC TV					EIGHT IS ENOUGH (R)				LOVE BOAT (R)(OP)				FANTASY ISLAND (R)			
	AVERAGE AUDIENCE (Households (000) & %)					7,780 10.0	9.4*		10.7*	12,990 16.7	15.8*		17.6*	12,840 16.5	16.6*		16.4*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					22 9.3	21* 9.6		23* 9.9	32 11.4	31* 15.1		33* 17.4	32 16.6	31* 16.5		32* 16.2
W E K 2	TOTAL AUDIENCE (Households (000) & %)					11,280 14.5				17,510 22.5							
	CBS TV					ENOS (R)(OP)				CBS SAT. NIGHT MOVIE SEX AND THE SINGLE PARENT(R)							
	AVERAGE AUDIENCE (Households (000) & %)					8,010 10.3	9.9*		10.8*	10,810 13.9	11.5*		12.5*		15.5*		16.0*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					23 9.5	22* 10.3		23* 10.6	27 11.2	23* 11.8		23* 12.3		29* 15.0		31* 16.3
W E K 1	TOTAL AUDIENCE (Households (000) & %)					12,600 16.2				9,960 12.8				9,800 12.6			
	NBC TV					BARBARA MANDRELL (R)(OP)				BJ AND THE BEAR (R)(OP)				NBC REPORTS JUST PLAIN FOLKS- THE BILLIONAIRE HUNTS			
	AVERAGE AUDIENCE (Households (000) & %)					9,490 12.2	12.0*		12.3*	7,310 9.4	8.8*		10.0*	7,700 9.9	9.9*		10.0*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					27 11.8	27* 12.3		26* 12.3	18 8.2	17* 9.3		19* 10.1	19 9.8	19* 10.1		19* 9.9
W E K 2	TOTAL AUDIENCE (Households (000) & %)					10,890 14.0				16,570 21.3				15,950 20.5			
	ABC TV					IBM PRESENTS (R)				LOVE BOAT (R)(OP)				FANTASY ISLAND (R)			
	AVERAGE AUDIENCE (Households (000) & %)					7,080 9.1	8.8*		9.5*	12,450 16.0	14.7*		17.2*	12,370 15.9	15.7*		16.0*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					21 8.8	21* 8.7		21* 8.9	33 13.7	31* 15.7		35* 16.9	33 17.5	33* 15.7		33* 16.0
W E K 1	TOTAL AUDIENCE (Households (000) & %)					13,300 17.1				15,170 19.5							
	CBS TV					ENOS (R)(OP)				CBS SAT. NIGHT MOVIE THE MADUSA TOUCH							
	AVERAGE AUDIENCE (Households (000) & %)					9,410 12.1	11.3*		12.8*	8,710 11.2	11.0*		10.9*		11.2*		11.8*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					27 11.0	26* 11.7		28* 12.5	23 11.3	23* 10.7		22* 10.9		23* 11.1		24* 11.7
W E K 2	TOTAL AUDIENCE (Households (000) & %)					12,530 16.1				11,130 14.3				10,660 13.7			
	NBC TV					BARBARA MANDRELL (R)(OP)				BJ AND THE BEAR (R)(OP)				WALKING TALL (R)			
	AVERAGE AUDIENCE (Households (000) & %)					8,640 11.1	11.0*		11.3*	7,940 10.2	9.7*		10.8*	7,860 10.1	9.6*		10.6*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					25 10.8	26* 11.2		25* 11.3	21 9.3	20* 10.0		22* 10.4	21 9.7	20* 9.6		22* 11.1
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	38.5	40.1	41.1	42.8	44.2	44.8	45.8	47.9	49.5	51.7	53.1	54.3	53.2	52.8	51.6
		WK. 2	38.7	39.8	39.6	41.2	42.2	43.1	44.7	46.4	46.8	48.0	48.7	49.5	48.3	48.2	48.3

U.S. TV Households: 77,800,000

For explanation of symbols, See page A.

EVE.SAT. JUNE 6, 1981

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{	5,520 7.1														
	ABC TV		ABC WEEKEND REPORT- SAT.														
	AVERAGE AUDIENCE (Households (000) & %)	{	5,520 7.1														
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	16 7.1														
E E K 2	TOTAL AUDIENCE (Households (000) & %)	{															
	CBS TV																
	AVERAGE AUDIENCE (Households (000) & %)	{															
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%															
1	TOTAL AUDIENCE (Households (000) & %)	{	10,190 13.1														
	NBC TV																
	AVERAGE AUDIENCE (Households (000) & %)	{	5,840 7.5														
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	24 7.8														
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	4,280 5.5														
	ABC TV		ABC WEEKEND REPORT- SAT.														
	AVERAGE AUDIENCE (Households (000) & %)	{	4,050 5.2														
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	12 5.2														
E E K 2	TOTAL AUDIENCE (Households (000) & %)	{															
	CBS TV																
	AVERAGE AUDIENCE (Households (000) & %)	{															
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%															
2	TOTAL AUDIENCE (Households (000) & %)	{	12,760 16.4														
	NBC TV																
	AVERAGE AUDIENCE (Households (000) & %)	{	7,550 9.7														
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	31 10.7														
TV HOUSEHOLDS USING TV		WK. 1	45.8	42.2	37.2	35.5	32.5	29.8	27.1	24.6	21.4	19.1	16.7	14.5	12.8	11.2	9.3
(See Def. 1)		WK. 2	44.6	41.5	36.1	33.4	31.2	29.2	27.3	25.5	22.6	20.6	18.8	16.7	14.9	13.3	10.1

U.S. TV Households: 77,800,000

For explanation of symbols, See page A.

EVE.SAT. JUNE 6, 1981

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45		
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	{ 12,450 16.0		ROOTS: NEXT GENERATIONS (R)(OP)								18,670 24.0						ABC SUNDAY NIGHT MOVIE DON'T LOOK BACK	
	ABC TV																		
	AVERAGE AUDIENCE (Households (000) & %)	{ 6,460 8.3	6.1*		7.1*		9.5*		10.4*	12,210 15.7	14.0*		15.3*		16.5*		16.9*		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	% 17 6.1	14 *	6.7	15 *	9.4	19 *	9.8	19 *	27 13.2	24 *	15.7	26 *	16.7	29 *	16.4	16.7	30 *	
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	{ 19,530 25.1		60 MINUTES (R)				14,550 18.7		16,100 20.7		17,580 22.6		16,880 21.7					
	CBS TV																		
	AVERAGE AUDIENCE (Households (000) & %)	{ 15,020 19.3	17.9*		20.6*	10,740 13.8	13.2*		14.5*	14,320 18.4		15,640 20.1		13,690 17.6	17.0*		18.1*		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	% 43 16.8	42 *	20.7	43 *	27 12.8	27 *	14.3	27 *	32 17.6	19.3	34 19.2	20.9	31 16.9	30 *	17.1	18.0	32 *	
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	{ 12,680 16.3		DISNEY'S WONDERFUL WORLD BASEBALL FEVER(R)				17,430 22.4		20,150 25.9		BIG EVENT THE MISSOURI BREAKS(R)(SUS-OP)							
	NBC TV																		
	AVERAGE AUDIENCE (Households (000) & %)	{ 8,710 11.2	10.5*		11.9*	12,760 16.4	15.2*		17.6*	11,980 15.4	15.8*		16.3*		15.3*		14.3*		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	% 25 10.2	25 *	11.6	25 *	32 14.6	31 *	17.1	33 *	27 15.8	27 *	16.7	27 *	15.4	27 *	15.3	14.5	25 *	
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	{ 11,900 15.3		ROOTS: NEXT GENERATIONS (R)(OP)								20,770 26.7						ABC SUNDAY NIGHT MOVIE THE PINK PANTHER STRIKES AGAIN(R)	
	ABC TV																		
	AVERAGE AUDIENCE (Households (000) & %)	{ 5,840 7.5	6.4*		6.9*		8.0*		8.8*	12,210 15.7	14.7*		15.5*		16.9*		15.8*		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	% 15 6.3	14 *	6.8	14 *	8.0	16 *	8.4	17 *	26 14.2	25 *	15.5	25 *	16.4	28 *	17.3	16.1	27 *	
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	{ 19,840 25.5		60 MINUTES (R)				12,840 16.5		13,380 17.2		21,780 28.0						TONY AWARDS (9:00-11:26PM)	
	CBS TV																		
	AVERAGE AUDIENCE (Households (000) & %)	{ 14,860 19.1	18.0*		20.3*	11,050 14.2	14.2		15.0	11,670 15.0	14.8*		15.2*		14.6*		13.8*		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	% 41 16.9	41 *	20.1	42 *	29 14.2	29	14.3	28	25 15.0	25 *	15.2	24 *	14.8	24 *	14.4	13.7	24 *	
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	{ 12,290 15.8		DISNEY'S WONDERFUL WORLD THE WILD COUNTRY(R)				16,800 21.6		23,180 29.8		BIG EVENT DETOUR TO TERROR(R)(SUS-OP)							
	NBC TV																		
	AVERAGE AUDIENCE (Households (000) & %)	{ 9,020 11.6	10.2*		13.1*	12,840 16.5	15.2*		17.7*	16,100 20.7	17.2*		20.5*		21.8*		23.2*		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	% 25 9.3	23 *	12.7	27 *	32 14.6	31 *	17.5	33 *	35 16.4	30 *	19.7	33 *	21.3	36 *	21.8	23.0	40 *	
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	40.8	43.8	47.0	48.4	48.1	50.1	52.5	55.0	56.8	59.0	59.9	59.5	57.5	57.6	56.7	55.5	
U.S. TV Households: 77,800,000		WK. 2	42.9	45.6	47.7	48.9	47.9	49.8	51.8	54.4	57.1	59.3	61.8	62.4	61.7	60.9	58.8	57.6	
For explanation of symbols, See page A.																			

For explanation of symbols, See page A.

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{ 3,890 5.0															
	ABC TV	ABC WEEKEND REPORT- SUN.															
	AVERAGE AUDIENCE (Households (000) & %)	{ 3,660 4.7															
	SHARE OF AUDIENCE %	10															
	AVG. AUD. BY ¼ HR. %	4.7															
2	TOTAL AUDIENCE (Households (000) & %)	{ 4,280 5.5															
	CBS TV	CBS SUNDAY NEWS- BRADLEY															
	AVERAGE AUDIENCE (Households (000) & %)	{ 4,200 5.4															
	SHARE OF AUDIENCE %	11															
	AVG. AUD. BY ¼ HR. %	5.4															
1	TOTAL AUDIENCE (Households (000) & %)	{	2,800 3.6														
	NBC TV		NBC LATE NIGHT MOVIE COMEDY THEATER (11:30-1:14AM) (SUSTAINING 1:14-1:30AM)														
	AVERAGE AUDIENCE (Households (000) & %)	{	1,320 1.7														
	SHARE OF AUDIENCE %	%	8	2.0*				1.9*									
	AVG. AUD. BY ¼ HR. %	%	2.1	1.9			1.8	2.0	1.5		1.4	1.1					
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{ 4,670 6.0															
	ABC TV	ABC WEEKEND REPORT- SUN.															
	AVERAGE AUDIENCE (Households (000) & %)	{ 4,510 5.8															
	SHARE OF AUDIENCE %	12															
	AVG. AUD. BY ¼ HR. %	5.8															
2	TOTAL AUDIENCE (Households (000) & %)	{	4,360 5.6														
	CBS TV	TONY AWARDS (9:00-11:26PM) (OP)	CBS SUNDAY NEWS-BRADLEY (11:26-11:41PM) (OP)														
	AVERAGE AUDIENCE (Households (000) & %)	{	4,200 5.4														
	SHARE OF AUDIENCE %	%	14														
	AVG. AUD. BY ¼ HR. %	%	14.0	5.6	5.3												
2	TOTAL AUDIENCE (Households (000) & %)	{	3,730 4.8														
	NBC TV		NBC LATE NIGHT MOVIE CATCH-22(R) (11:30-1:30AM)														
	AVERAGE AUDIENCE (Households (000) & %)	{	1,790 2.3														
	SHARE OF AUDIENCE %	%	10	3.0*				2.7*			2.2*			1.4*			
	AVG. AUD. BY ¼ HR. %	%	2.9	3.1			2.9	2.5	2.2		2.3	1.9		1.0			
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	48.2	41.6	32.3	28.2	23.7	21.1	18.4	16.3	13.7	12.4	10.5	9.0	7.6	6.4	5.0
		WK. 2	52.1	45.3	35.2	29.8	26.8	24.9	21.0	18.7	16.2	14.4	12.2	10.7	8.9	7.7	6.6
																	4.2

U.S. TV Households: 77,800,000

For explanation of symbols, See page A.

EVE.SUN. JUNE 7, 1981

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	
WEEK 1	TOTAL AUDIENCE (Households (000) & %)			4,670 6.0				4,980 6.4										
	ABC TV			GOOD MORNING, AMERICA-730 (CO-OP) (PARTICIPATING)				GOOD MORNING, AMERICA-830 (CO-OP) (PARTICIPATING)										
	AVERAGE AUDIENCE (Households (000) & %)			3,730 4.8				4,200 5.4										
	SHARE OF AUDIENCE %			29				28										
	AVG. AUD. BY ¼ HR. %			4.7		4.9		5.4		5.4								
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	3,270 4.2				3,030 3.9						4,590 5.9		5,290 6.8				
	CBS TV			MORNING-CHARLES KURLALT				CAPTAIN KANGAROO						JEFFERSONS M-F		ALICE-M-F		
	AVERAGE AUDIENCE (Households (000) & %)	1,950 2.5		2.2*		2.7*		1,950 2.5		2.2*		2.7*		3,730 4.8		4,430 5.7		
	SHARE OF AUDIENCE %	17		17 *		16 *		13		12 *		14 *		24		27		
	AVG. AUD. BY ¼ HR. %	2.0		2.4		2.7		2.0		2.5		2.7		4.5		5.2		
WEEK 3	TOTAL AUDIENCE (Households (000) & %)			4,430 5.7				4,590 5.9				2,720 3.5		3,190 4.1				
	NBC TV			TODAY SHOW-7.30AM (CO-OP) (PARTICIPATING)				TODAY SHOW-8.30AM (CO-OP) (PARTICIPATING)				LAS VEGAS GAMBIT		BLOCKBUSTERS				
	AVERAGE AUDIENCE (Households (000) & %)			3,350 4.3				3,810 4.9				2,180 2.8		2,800 3.6				
	SHARE OF AUDIENCE %			26				25				14		17				
	AVG. AUD. BY ¼ HR. %			4.3		4.4		5.0		4.7		2.7		3.0		3.6		
WEEK 4	TOTAL AUDIENCE (Households (000) & %)			4,820 6.2				4,670 6.0										
	ABC TV			GOOD MORNING, AMERICA-730 (CO-OP) (PARTICIPATING)				GOOD MORNING, AMERICA-830 (CO-OP) (PARTICIPATING)										
	AVERAGE AUDIENCE (Households (000) & %)			3,810 4.9				3,890 5.0										
	SHARE OF AUDIENCE %			28				25										
	AVG. AUD. BY ¼ HR. %			4.8		5.0		4.9		5.0								
WEEK 5	TOTAL AUDIENCE (Households (000) & %)	3,420 4.4				3,580 4.6						5,290 6.8		5,520 7.1				
	CBS TV			MORNING-CHARLES KURLALT				CAPTAIN KANGAROO						JEFFERSONS M-F (MTWTF)(S)(OP)		ALICE-M-F (MTWTF)(S)(OP)		
	AVERAGE AUDIENCE (Households (000) & %)	1,950 2.5		2.4*		2.5*		2,100 2.7		2.3*		3.0*		4,360 5.6		4,900 6.3		
	SHARE OF AUDIENCE %	16		17 *		14 *		14		12 *		15 *		27		30		
	AVG. AUD. BY ¼ HR. %	2.2		2.6		2.5		2.2		2.5		2.9		3.2		5.1		
WEEK 6	TOTAL AUDIENCE (Households (000) & %)			4,430 5.7				4,670 6.0				3,030 3.9		3,350 4.3				
	NBC TV			TODAY SHOW-7.30AM (CO-OP) (PARTICIPATING)				TODAY SHOW-8.30AM (CO-OP) (PARTICIPATING)				LAS VEGAS GAMBIT		BLOCKBUSTERS				
	AVERAGE AUDIENCE (Households (000) & %)			3,580 4.6				3,890 5.0				2,490 3.2		2,960 3.8				
	SHARE OF AUDIENCE %			26				25				16		18				
	AVG. AUD. BY ¼ HR. %			4.5		4.6		5.0		4.9		3.3		3.2		3.8		
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	9.0	11.4	13.2	14.2	16.1	17.7	18.5	19.1	19.1	19.9	20.2	20.4	20.0	20.5	20.6	21.1
		WK. 2	9.8	12.1	13.9	15.1	16.4	17.8	18.5	19.0	19.5	20.0	20.5	20.4	19.8	20.0	20.1	20.4

U.S. TV Households: 77,800,000

For explanation of symbols, See page A.

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{ 6,610 8.5				{ 5,760 7.4		{ 5,910 7.6		{ 8,560 11.0				{ 7,860 10.1			
	ABC TV	LOVE BOAT DAYTIME				FAMILY FEUD		RYAN'S HOPE (SUS-OP)		ALL MY CHILDREN (OP)				ONE LIFE TO LIVE (SUS-OP)			
	AVERAGE AUDIENCE (Households (000) & %)	{ 4,750 6.1				{ 4,820 6.2		{ 5,060 6.5		{ 6,540 8.4				{ 5,680 7.3			
	SHARE OF AUDIENCE %	5.8*				27 *		27 *		31 *				28 *			
	AVG. AUD. BY ¼ HR.	5.7				5.9		6.4		8.4				8.5			
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{ 5,910 7.6				{ 6,770 8.7		{ 5,370 6.9		{ 7,310 9.4				{ 7,160 9.2			
	CBS TV	PRICE IS RIGHT 1				PRICE IS RIGHT 2 (OP)		SEARCH FOR TOMORROW		YOUNG AND THE RESTLESS				AS THE WORLD TURNS			
	AVERAGE AUDIENCE (Households (000) & %)	{ 4,980 6.4				{ 5,840 7.5		{ 4,590 5.9		{ 5,600 7.2				{ 5,600 7.2			
	SHARE OF AUDIENCE %	29				33		24		27 *				28 *			
	AVG. AUD. BY ¼ HR.	6.2				6.6		7.4		7.2				7.5			
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{ 4,590 5.9				{ 3,580 4.6		{ 3,030 3.9		{ 3,500 4.5				{ 5,060 6.5			
	NBC TV	WHEEL OF FORTUNE				PASSWORD PLUS		CARD SHARKS		DOCTORS				DAYS OF OUR LIVES			
	AVERAGE AUDIENCE (Households (000) & %)	{ 3,970 5.1				{ 3,110 4.0		{ 2,570 3.3		{ 2,960 3.8				{ 4,360 5.6			
	SHARE OF AUDIENCE %	23				18		14		16				21 *			
	AVG. AUD. BY ¼ HR.	4.9				5.1		4.0		3.2				5.4			
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{ 6,540 8.4				{ 6,150 7.9		{ 6,690 8.6		{ 8,790 11.3				{ 8,250 10.6			
	ABC TV	LOVE BOAT DAYTIME				FAMILY FEUD		RYAN'S HOPE (SUS-OP)		ALL MY CHILDREN (OP)				ONE LIFE TO LIVE (SUS-OP)			
	AVERAGE AUDIENCE (Households (000) & %)	{ 4,590 5.9				{ 5,130 6.6		{ 5,680 7.3		{ 6,610 8.5				{ 6,220 8.0			
	SHARE OF AUDIENCE %	28				29		31		33				30			
	AVG. AUD. BY ¼ HR.	5.3				5.7		6.3		8.1*				8.9*			
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{ 5,680 7.3				{ 6,540 8.4		{ 4,900 6.3		{ 7,160 9.2				{ 7,160 9.2			
	CBS TV	PRICE IS RIGHT 1				PRICE IS RIGHT 2 (OP)		SEARCH FOR TOMORROW		YOUNG AND THE RESTLESS				AS THE WORLD TURNS			
	AVERAGE AUDIENCE (Households (000) & %)	{ 4,900 6.3				{ 5,760 7.4		{ 4,200 5.4		{ 5,370 6.9				{ 5,450 7.0			
	SHARE OF AUDIENCE %	31				34		23		27				27 *			
	AVG. AUD. BY ¼ HR.	6.1				6.4		7.3		6.6				7.0			
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{ 4,280 5.5				{ 3,810 4.9		{ 2,720 3.5		{ 3,270 4.2				{ 5,060 6.5			
	NBC TV	WHEEL OF FORTUNE				PASSWORD PLUS		CARD SHARKS		DOCTORS				DAYS OF OUR LIVES			
	AVERAGE AUDIENCE (Households (000) & %)	{ 3,730 4.8				{ 3,270 4.2		{ 2,260 2.9		{ 2,720 3.5				{ 4,430 5.7			
	SHARE OF AUDIENCE %	23				19		13		15				22 *			
	AVG. AUD. BY ¼ HR.	4.7				4.9		4.2		5.6*				5.9*			
TV HOUSEHOLDS USING TV WK. 1 (See Def. 1)		21.5	22.1	22.5	23.1	24.4	25.2	24.3	25.0	25.7	26.4	25.9	26.0	25.6	26.2	26.4	27.3
WK. 2		20.2	21.2	21.7	22.3	23.0	24.1	23.8	24.7	25.0	25.7	26.1	26.7	26.1	26.2	26.3	27.2

U.S. TV Households: 77,800,000

For explanation of symbols, See page A.

TIME		3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{ 10,430 13.4				{ 4,050 5.2								{ 9,020 11.6			
	ABC TV			GENERAL HOSPITAL (SUS-OP)		EDGE OF NIGHT								ABC WORLD NEWS TONIGHT			
	AVERAGE AUDIENCE (Households (000) & %)	{ 8,010 10.3				{ 3,730 4.8								{ 7,860 10.1			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{ 35 9.4		{ 9.8* 10.2		{ 10.8* 10.8		{ 17 4.8		{ 4.7				{ 22 9.9		{ 10.3	
	TOTAL AUDIENCE (Households (000) & %)	{ 7,000 9.0				{ 3,660 4.7								{ 10,190 13.1			
	CBS TV			GUIDING LIGHT (OP)		ONE DAY AT A TIME-M-F								CBS EVENING NEWS- RATHER			
	AVERAGE AUDIENCE (Households (000) & %)	{ 5,760 7.4				{ 2,960 3.8								{ 8,790 11.3			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{ 25 7.3		{ 26* 7.4		{ 25* 7.2		{ 14 3.6		{ 3.9				{ 24 11.2		{ 11.4	
	TOTAL AUDIENCE (Households (000) & %)	{ 4,590 5.9												{ 8,950 11.5			
	NBC TV			TEXAS										NBC NIGHTLY NEWS			
	AVERAGE AUDIENCE (Households (000) & %)	{ 3,420 4.4												{ 7,860 10.1			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{ 15 4.3		{ 15* 4.1		{ 15* 4.4		{ 15* 4.7						{ 22 9.9		{ 10.2	

W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{ 10,430 13.4				{ 3,970 5.1								{ 8,640 11.1			
	ABC TV			GENERAL HOSPITAL (SUS-OP)		EDGE OF NIGHT								ABC WORLD NEWS TONIGHT			
	AVERAGE AUDIENCE (Households (000) & %)	{ 8,010 10.3				{ 3,420 4.4								{ 7,550 9.7			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{ 35 9.3		{ 9.8* 10.3		{ 10.8* 10.8		{ 15 4.5		{ 4.4				{ 22 9.6		{ 9.7	
	TOTAL AUDIENCE (Households (000) & %)	{ 7,620 9.8				{ 3,580 4.6								{ 9,650 12.4			
	CBS TV			GUIDING LIGHT (OP)		ONE DAY AT A TIME-M-F (M-WTHF)(S)(OP)		(S)(OP)						CBS EVENING NEWS- RATHER			
	AVERAGE AUDIENCE (Households (000) & %)	{ 5,990 7.7				{ 3,030 3.9								{ 8,400 10.8			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{ 26 7.5		{ 27* 7.7		{ 25* 7.5		{ 14 3.7		{ 4.0				{ 24 10.8		{ 10.8	
	TOTAL AUDIENCE (Households (000) & %)	{ 4,360 5.6												{ 9,020 11.6			
	NBC TV			TEXAS										NBC NIGHTLY NEWS			
	AVERAGE AUDIENCE (Households (000) & %)	{ 3,190 4.1												{ 7,780 10.0			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{ 14 4.0		{ 14* 4.0		{ 14* 4.2		{ 14* 4.2						{ 22 9.7		{ 10.3	

TV HOUSEHOLDS USING TV	WK. 1	27.5	28.8	30.0	30.7	28.3	29.4	30.5	31.6	33.5	35.6	36.7	39.1	42.7	44.6	45.7	46.7
(See Def. 1)	WK. 2	27.9	29.7	30.9	31.0	29.0	30.0	30.7	32.0	33.1	35.1	36.6	38.9	42.0	43.8	43.8	45.0

U.S. TV Households: 77,800,000

For explanation of symbols, See page A.

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W F E K 1	TOTAL AUDIENCE (Households (000) & %)	{					3,110 4.0		4,120 5.3		5,840 7.5		6,150 7.9		7,860 10.1		6,380 8.2	
	ABC TV						GREATEST SUPERFRIENDS-1 (OP)		GREATEST SUPERFRIENDS-2 (OP)		FONZ/HAPPY DAYS GANG		RICHIE RICH		SCOOBY & SCRAPPY DOO (OP)		THUNDARR-THE BARBARIAN (OP)	
	AVERAGE AUDIENCE (Households (000) & %)	{					2,570 3.3		3,500 4.5		4,670 6.0		5,370 6.9		6,610 8.5		5,210 6.7	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						30 3.0		31 4.3		30 5.6		31 6.6		37 8.5		30 6.8	
W F E K 1	TOTAL AUDIENCE (Households (000) & %)	{					3,190 4.1		3,890 5.0		5,990 7.7		6,300 8.1		5,290 6.8		4,750 6.1	
	CBS TV						TOM AND JERRY (OP)		BUGS BUNNY/ROAD RUNNER 1 (OP)		BUGS BUNNY/ROAD RUNNER 2 (OP)		BUGS BUNNY/ROAD RUNNER 3 (OP)		TARZAN/LONE RANGER-1 (OP)		TARZAN/LONE RANGER-2 (OP)	
	AVERAGE AUDIENCE (Households (000) & %)	{					2,570 3.3		3,030 3.9		4,590 5.9		5,600 7.2		4,430 5.7		4,050 5.2	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						28 3.1		25 3.5		30 5.2		32 7.4		25 5.8		23 5.2	
W F E K 1	TOTAL AUDIENCE (Households (000) & %)	{					2,100 2.7		3,110 4.0		4,050 5.2		3,810 4.9		4,050 5.2		6,070 7.8	
	NBC TV						FLINTSTONE'S COMEDY SHW 1 (OP)		FLINTSTONE'S COMEDY SHW 2 (OP)		GODZILLA (OP)		BATMAN & SUPER 7 I (OP)		BATMAN & SUPER 7 II (OP)		DAFFY DUCK SHOW (OP)	
	AVERAGE AUDIENCE (Households (000) & %)	{					1,480 1.9		2,410 3.1		3,270 4.2		3,270 4.2		3,580 4.6		4,900 6.3	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						17 1.6		21 2.3		23 4.0		20 4.4		20 4.5		28 5.9	
W F E K 2	TOTAL AUDIENCE (Households (000) & %)	{					2,880 3.7		3,580 4.6		4,050 5.2		4,820 6.2		6,300 8.1		5,450 7.0	
	ABC TV						GREATEST SUPERFRIENDS-1 (OP)		GREATEST SUPERFRIENDS-2 (OP)		FONZ/HAPPY DAYS GANG		RICHIE RICH		SCOOBY & SCRAPPY DOO (OP)		THUNDARR-THE BARBARIAN (OP)	
	AVERAGE AUDIENCE (Households (000) & %)	{					2,260 2.9		3,030 3.9		3,350 4.3		4,050 5.2		5,060 6.5		4,900 6.3	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						25 2.5		26 3.3		24 4.2		25 5.1		31 6.4		29 6.1	
W F E K 2	TOTAL AUDIENCE (Households (000) & %)	{					3,350 4.3		4,590 5.9		6,150 7.9		6,380 8.2		6,150 7.9		6,070 7.8	
	CBS TV						TOM AND JERRY (OP)		BUGS BUNNY/ROAD RUNNER 1 (OP)		BUGS BUNNY/ROAD RUNNER 2 (OP)		BUGS BUNNY/ROAD RUNNER 3 (OP)		TARZAN/LONE RANGER-1 (OP)		TARZAN/LONE RANGER-2 (OP)	
	AVERAGE AUDIENCE (Households (000) & %)	{					2,490 3.2		3,660 4.7		4,820 6.2		5,290 6.8		5,290 6.8		5,210 6.7	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						25 2.9		29 3.5		34 5.9		33 6.6		32 6.9		31 6.8	
W F E K 2	TOTAL AUDIENCE (Households (000) & %)	{					1,870 2.4		2,800 3.6		4,050 5.2		4,200 5.4		4,590 5.9		4,750 6.1	
	NBC TV						FLINTSTONE'S COMEDY SHW 1 (OP)		FLINTSTONE'S COMEDY SHW 2 (OP)		GODZILLA (OP)		BATMAN & SUPER 7 I (OP)		BATMAN & SUPER 7 II (OP)		DAFFY DUCK SHOW (OP)	
	AVERAGE AUDIENCE (Households (000) & %)	{					1,560 2.0		2,260 2.9		3,350 4.3		3,660 4.7		3,810 4.9		3,810 4.9	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						18 1.8		20 2.1		24 3.9		24 4.5		23 4.8		22 4.7	
TV HOUSEHOLDS USING TV		WK. 1	5.1	6.2	7.5	8.5	10.7	13.0	14.8	16.7	18.6	21.3	22.2	22.3	22.6	23.3	22.2	22.7
(See Def. 1)		WK. 2	5.8	7.0	7.7	9.4	11.7	13.6	15.3	16.8	17.0	19.1	20.0	20.9	21.2	21.4	21.3	22.3

U.S. TV Households: 77,800,000

For explanation of symbols, see page A.

		TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45	
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{	5,450 7.0		4,820 6.2		4,360 5.6		5,210 6.7										
	ABC TV		HEATHCLIFF & DINGBAT		PLASTICMAN/BABY PLAS SHOW (OP)		ABC WEEKEND SPECIALS WEEP NO MORE, MY LADY		AMERICAN BANDSTAND '81										
	AVERAGE AUDIENCE (Households (000) & %)	{	4,360 5.6		3,810 4.9		3,660 4.7		3,030 3.9	3.6*		4.3*							
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	26 5.7	5.4	24 5.0	4.9	22 4.7	4.6	17 3.3	16* 3.9		19* 4.3	4.2						
K 2	TOTAL AUDIENCE (Households (000) & %)	{	4,360 5.6		4,510 5.8		3,890 5.0		5,370 6.9		4,280 5.5		3,580 4.6						
	CBS TV		ALL NEW POPEYE HOUR 1 (OP)		ALL NEW POPEYE HOUR 2 (OP)		NEW FAT ALBERT SHOW (OP)		DRAK PACK (OP)		JASON OF STAR COMMAND (OP)		30 MINUTES						
	AVERAGE AUDIENCE (Households (000) & %)	{	3,580 4.6		3,500 4.5		3,420 4.4		4,120 5.3		3,660 4.7		2,800 3.6						
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	21 4.7	4.4	21 4.7	4.3	21 4.4	4.4	24 5.1	5.5	21 4.5	4.9	15 3.7	3.4					
K 2	TOTAL AUDIENCE (Households (000) & %)	{	5,680 7.3		4,900 6.3		2,960 3.8		3,030 3.9		4,590 5.9	11,360 14.6							
	NBC TV		JETSONS (OP)		HONG KONG PHOOEY (OP)		JONNY QUEST (OP)		FLINTSTONES		(1) (-OP)		NBC MAJOR LEAGUE GAME OAKLAND VS TORONTO PITTSBURGH VS MONTREAL (1:23-4:24PM)(OP)						
	AVERAGE AUDIENCE (Households (000) & %)	{	4,820 6.2		4,050 5.2		2,410 3.1		2,490 3.2		3,730 4.8	5,210 6.7		5.9*		6.7*		6.9*	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	27 6.1	6.3	24 5.5	4.9	14 2.9	3.3	14 3.0	3.3	21 4.7	26 5.0	5.6	25* 6.2	6.7	27* 6.7	6.8	26* 6.9	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	4,820 6.2		5,060 6.5		4,280 5.5		5,450 7.0										
	ABC TV		HEATHCLIFF & DINGBAT		PLASTICMAN/BABY PLAS SHOW (OP)		ABC WEEKEND SPECIALS THE THOUSAND DOLLAR BILL		AMERICAN BANDSTAND '81										
	AVERAGE AUDIENCE (Households (000) & %)	{	4,050 5.2		3,890 5.0		3,420 4.4		3,190 4.1	3.7*		4.4*							
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	24 5.1	5.3	23 5.1	4.9	19 4.4	4.5	17 3.6	15* 3.9		18* 4.3	4.5						
K 2	TOTAL AUDIENCE (Households (000) & %)	{	5,760 7.4		6,150 7.9		5,990 7.7		5,450 7.0		4,360 5.6		3,890 5.0				4,750 6.1		
	CBS TV		ALL NEW POPEYE HOUR 1 (OP)		ALL NEW POPEYE HOUR 2 (OP)		NEW FAT ALBERT SHOW (OP)		DRAK PACK (OP)		JASON OF STAR COMMAND (OP)		30 MINUTES				FRENCH OPEN TENNIS-SAT. (2:30-4:00PM)		
	AVERAGE AUDIENCE (Households (000) & %)	{	4,900 6.3		5,060 6.5		5,290 6.8		4,280 5.5		3,580 4.6		3,110 4.0				2,490 3.2	3.3*	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	29 6.4	6.2	28 6.6	6.4	28 6.7	6.9	23 5.8	5.1	19 4.5	4.7	17 4.2	3.9			11 3.5	12* 3.0	
K 2	TOTAL AUDIENCE (Households (000) & %)	{	4,430 5.7		3,890 5.0		3,270 4.2		3,420 4.4						4,200 5.4	12,530 16.1			
	NBC TV		JETSONS (OP)		HONG KONG PHOOEY (OP)		JONNY QUEST (OP)		FLINTSTONES						(2) (-OP)	NBC MAJOR LEAGUE GAME (3)(4) (OP)			
	AVERAGE AUDIENCE (Households (000) & %)	{	3,660 4.7		3,190 4.1		2,960 3.8		2,570 3.3						3,970 5.1	5,840 7.5		7.1*	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	22 4.9	4.5	18 3.6	4.5	16 3.6	3.9	14 3.3	3.4					21 5.1	26 6.1	6.9	26* 7.4	
TV HOUSEHOLDS USING TV			WK. 1	22.3	22.4	21.8	21.2	21.3	21.4	21.8	22.4	21.8	22.5	22.7	24.2	25.0	25.9	26.2	26.8
(See Def. 1)			WK. 2	21.7	21.8	22.6	23.5	23.7	24.0	24.1	23.8	24.6	24.8	24.0	24.4	25.8	26.9	27.8	28.7

U.S. TV Households: 77,800,000

(1) NBC MAJOR LEAGUE PRE GAME, NBC, (1:00-1:23PM)

(2) NBC MAJOR LEAGUE PRE GAME, NBC, (2:00-2:18PM)

For explanation of symbols, See page A.

A-29 (3) PHIL VS ATLANTA, NBC, (2:18-4:52) (SUS 4:52-4:58PM)

(4) LOS ANGELES VS CHICAGO, NBC, (2:18-4:52PM)

		TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{			7,780 10.0						10,890 14.0							
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)	{			4,280 5.5	4.9*		5.8*		5.9*	6,380 8.2		6.6*		8.7*		9.2*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{			20 4.8	18 *		21 *		20 *	25 6.3		23 *		27 *		26 *	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{					3,890 5.0				5,290 6.8						7,860 10.1	
	CBS TV																	
	AVERAGE AUDIENCE (Households (000) & %)	{					2,490 3.2	3.3*		3.1*	3,110 4.0		3.8*		4.1*		6,540 8.4	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{					11 3.5	12 *		11 *	13 3.5		13 *		13 *		22 8.2	8.7
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{							13,380 17.2									
	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)	{							5,840 7.5		6.9*		7.5*		7.2*		7.2*	8.9*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{							24 6.7		25 *		27 *		24 *		21 *	25 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{																
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)	{																
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{																
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{																
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)	{																
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{																
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{																
	CBS TV																	
	AVERAGE AUDIENCE (Households (000) & %)	{																
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{																
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{																
	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)	{																
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{																
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{																
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)	{																
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{																

U.S. TV Households: 77,800,000

For explanation of symbols, See page A.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. MAY 31, 1981

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45		
WEEK 1	TOTAL AUDIENCE (Households (000) & %)																2,880 3.7		
	ABC TV																KIDS ARE PEOPLE TOO I (10:30-11:10AM)		
	AVERAGE AUDIENCE (Households (000) & %)																2,020		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.																2.6 13 2.3	2.5* 13* 2.7	
WEEK 1	TOTAL AUDIENCE (Households (000) & %)						MIGHTY MOUSE/ HECKLE-JECKL (SUS)(SUS-OP)		THREE ROBONIC STOOGES (SUS)(SUS-OP)		6,070 7.8		SUNDAY MORNING			FOR OUR TIMES (SUS)			
	CBS TV																		
	AVERAGE AUDIENCE (Households (000) & %)										3,500 4.5					4.8*			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.										25 3.4		4.0* 4.6			27* 4.9			23* 4.9
WEEK 1	TOTAL AUDIENCE (Households (000) & %)																		
	NBC TV																		
	AVERAGE AUDIENCE (Households (000) & %)																		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.																		
WEEK 2	TOTAL AUDIENCE (Households (000) & %)																2,800 3.6		
	ABC TV																KIDS ARE PEOPLE TOO I (10:30-11:09AM)		
	AVERAGE AUDIENCE (Households (000) & %)																2,180		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.																2.8 14 2.5	2.8* 14* 3.0	
WEEK 2	TOTAL AUDIENCE (Households (000) & %)						MIGHTY MOUSE/ HECKLE-JECKL (SUS)(SUS-OP)		THREE ROBONIC STOOGES (SUS)(OP)		4,820 6.2		SUNDAY MORNING			FOR OUR TIMES (SUS)			
	CBS TV																		
	AVERAGE AUDIENCE (Households (000) & %)										2,650 3.4					3.8*			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.										21 2.5		2.8* 3.1			23* 4.0			18* 3.7
WEEK 2	TOTAL AUDIENCE (Households (000) & %)																		
	NBC TV																		
	AVERAGE AUDIENCE (Households (000) & %)																		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.																		
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	3.8	4.4	5.7	7.3	9.4	10.9	12.3	13.8	15.8	17.8	18.2	18.6	20.1	20.3	19.5	19.5	
		WK. 2	4.8	5.5	6.0	6.7	7.9	9.4	11.1	12.8	14.3	15.1	16.2	17.4	18.7	19.4	19.5	20.3	

U.S. TV Households: 77,800,000

For explanation of symbols, See page A.

DAY SUN. JUNE 7, 1981

NielSEN NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. MAY 31, 1981

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45	
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	{	2,260 2.9		1,870 2.4			3,270 4.2										
	ABC TV		KIDS ARE PEOPLE TOO II (11:10-11:30AM) (OP)		ANIMALS, ANIMALS (OP)			ISSUES AND ANSWERS		DIRECTIONS (SUS)								
	AVERAGE AUDIENCE (Households (000) & %)	{	2,020 2.6		1,480 1.9			2,490 3.2										
	SHARE OF AUDIENCE %		12		9			14										
	AVG. AUD. BY ¼ HR. %		2.7	2.6	2.0	1.8		3.1	3.4									
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	{			3,110 4.0									9,410 12.1				
	CBS TV				FACE THE NATION									← CBS SPORTS SUNDAY (2:00-4:00PM)				
	AVERAGE AUDIENCE (Households (000) & %)	{			2,720 3.5									4,280 5.5				
	SHARE OF AUDIENCE %				16									19				
	AVG. AUD. BY ¼ HR. %			3.3	3.7								4.9	5.8	5.8	5.8	5.8	5.8
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	{							3,660 4.7									
	NBC TV								MEET THE PRESS	← RELIGIOUS SERIES (SUS)								
	AVERAGE AUDIENCE (Households (000) & %)	{							2,800 3.6									
	SHARE OF AUDIENCE %								16									
	AVG. AUD. BY ¼ HR. %							3.5	3.7									
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	{	3,030 3.9		1,950 2.5			3,190 4.1										
	ABC TV		KIDS ARE PEOPLE TOO II (11:09-11:30AM) (OP)		ANIMALS, ANIMALS (OP)			ISSUES AND ANSWERS		DIRECTIONS (SUS)								
	AVERAGE AUDIENCE (Households (000) & %)	{	2,650 3.4		1,480 1.9			2,570 3.3										
	SHARE OF AUDIENCE %		17		9			17										
	AVG. AUD. BY ¼ HR. %		3.2	3.5	1.8	1.9		3.4	3.3									
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	{			2,800 3.6									6,540 8.4				
	CBS TV				FACE THE NATION									← FRENCH OPEN TENNIS-SUN. (2:00-4:00PM)				
	AVERAGE AUDIENCE (Households (000) & %)	{			2,330 3.0									2,720 3.5				
	SHARE OF AUDIENCE %				16									13				
	AVG. AUD. BY ¼ HR. %			3.1	2.9								4.3	3.5	3.1	3.4	3.4	3.4
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	{							2,800 3.6									
	NBC TV								MEET THE PRESS	← RELIGIOUS SERIES (SUS)								
	AVERAGE AUDIENCE (Households (000) & %)	{							2,570 3.3									
	SHARE OF AUDIENCE %								17									
	AVG. AUD. BY ¼ HR. %							3.4	3.1									
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	20.1	21.3	22.0	22.5	22.5	23.0	23.1	22.8	23.3	23.9	25.0	25.4	26.6	27.0	27.4	28.5
		WK. 2	20.3	20.4	20.2	20.3	19.7	19.9	20.0	20.8	20.4	22.6	23.9	25.3	25.5	25.8	26.3	27.4

U.S. TV Households: 77,800,000

For explanation of symbols, See page A.

DAY SUN. JUNE 7, 1981

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. MAY 31, 1981

TIME		3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)			7,000 9.0				11,280 14.5								6,150 7.9	
	ABC TV			AMERICAN SPORTSMAN				ABC WIDE WORLD-SPORTS SUN								ABC WRD NEWS TONIGHT-SUN	
	AVERAGE AUDIENCE (Households (000) & %)			3,890 5.0				5,600 7.2								5,130 6.6	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %			4.4* 17 4.2		5.6* 18* 5.5		7.2 22 5.8		5.9* 19* 6.0		7.0* 22* 7.2		8.8* 26* 9.2		6.7 6.6	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					6,920 8.9										6,850 8.8	
	CBS TV			CBS SPORTS SUNDAY (2:00-4:00PM)				KEMPER OPEN-SUN.								CBS EVENING NEWS- DEAN	
	AVERAGE AUDIENCE (Households (000) & %)			5.4* 19*		5.3* 18*		3,660 4.7		4.6* 15*		4.5* 14*		4.8* 15*		5,520 7.1	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %			5.1 5.7 5.9		4.7 4.4 4.7		4.5 4.5 4.5		4.9 4.7 4.7		4.8 4.8 4.8		6.6 7.6			
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					9,340 12.0										5,290 6.8	
	NBC TV					SPORTSWORLD										NBC NIGHTLY NEWS- SUN.	
	AVERAGE AUDIENCE (Households (000) & %)					4,750 6.1		5.6* 19*		6.5* 21*		6.3* 20*				4,280 5.5	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					5.3 5.9 6.4		6.5 6.5 6.4		6.4 6.2 6.2						5.3 5.6	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	8,400 10.8								6,770 8.7						6,070 7.8	
	ABC TV			NCAA CHAMPIONS						AMERICAN SPORTSMAN						ABC WRD NEWS TONIGHT-SUN	
	AVERAGE AUDIENCE (Households (000) & %)	3,660 4.7		3.6* 13*		4.2* 15*		5.6* 19*		5.4* 17*		4,360 5.6		5.1* 16*		5,210 6.7	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	16 3.5		13* 3.7		15* 4.6		5.8 5.4		5.1 5.7		4.8 5.1		5.4 5.9		6.5 6.9	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					11,510 14.8											
	CBS TV			FRENCH OPEN TENNIS-SUN. (2:00-4:00PM)						ATLANTA GOLF CLASSIC-SUN.							
	AVERAGE AUDIENCE (Households (000) & %)			3.6* 13*		3.4* 12*		4,510 5.8		3.9* 13*		4.5* 14*		5.4* 17*		7.4* 20*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	3.7 3.5		3.3 3.4		3.7 4.1		4.2 4.7		5.4 5.4		5.7 6.2		7.1 7.7		8.4 7.4	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	11,280 14.5														5,680 7.3	
	NBC TV							SPORTSWORLD (3:00-6:09PM)								NBC NIGHTLY NEWS- SUN.	
	AVERAGE AUDIENCE (Households (000) & %)	4,120 5.3		4.0* 15*		4.6* 16*		4.9* 16*		5.6* 18*		5.7* 18*		6.2* 19*		4,820 6.2	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	17 4.1		15* 3.8		16* 4.2		16* 5.0		18* 5.5		18* 5.7		19* 6.2		5.8 6.5	
TV HOUSEHOLDS USING TV		WK. 1	29.0	30.0	29.9	30.5	30.3	31.3	32.2	32.7	33.1	33.8	34.1	35.1	34.9	35.7	36.3
(See Def. 1)		WK. 2	27.1	27.5	28.5	28.8	29.7	30.8	31.7	32.1	32.7	33.2	33.9	34.6	37.5	39.2	40.7
																	41.4

U.S. TV Households: 77,800,000

For explanation of symbols, See page A.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

OTHER PROGRAMS

				WEEK 1					WEEK 2								
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY ¼ HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY ¼ HR	TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	SHARE %	HOUSEHOLDS (000)	%		
EVENING MONDAY																	
NBC NBC NEWS UPDATE-2-MON(SUS)	1	9.58- 9.59PM	9.45														
	2	10.01-10.02PM	10.00														
EVENING TUESDAY																	
CBS NEWSBREAK-TUE(B)	2	8.58- 8.59PM	8.45								5,370	6.9	5,370	6.9	12	6.9	
EVENING WEDNESDAY																	
NBC NBC NEWS UPDATE-2-WED(SUS)		9.58- 9.59PM	9.45														
EVENING FRIDAY																	
NBC NBC NEWS UPDATE-2-FRI(SUS)	1	9.58- 9.59PM	9.45														
	2	9.55- 9.56PM	9.45														
EVENING SATURDAY																	
ABC ABC NEWSBRIEF-SAT.		9.58- 9.59PM	9.45	12,990	16.7	12,990	16.7	31	16.7		12,760	16.4	12,760	16.4	33	16.4	
CBS NEWSBREAK-SAT.		8.58- 8.59PM	8.45	8,170	10.5	8,170	10.5	22	10.5		7,470	9.6	7,470	9.6	21	9.6	
NBC NBC NEWS UPDATE-SAT.		8.58- 8.59PM	8.45	7,390	9.5	7,390	9.5	20	9.5		7,390	9.5	7,390	9.5	20	9.5	
NBC NBC NEWS UPDATE-2-SAT.		9.58- 9.59PM	9.45	6,460	8.3	6,460	8.3	15	8.3		7,390	9.5	7,390	9.5	19	9.5	

EVENING SUNDAY															
ABC ABC NEWSBRIEF-SUN.	1	8.58- 8.59PM	8.45	9,020	11.6	9,020	11.6	21	11.6	8,710	11.2	7,780	10.0	18	10.0
	2	8.57- 8.59PM	8.45							12,290	15.8	12,290	15.8	29	15.8
CBS NEWSBREAK-SUN.		8.58- 8.59PM	8.45	10,500	13.5	10,500	13.5	25	13.5	21,780	28.0	11,200	14.4	25	
CBS TONY AWARDS(S)	2	9.00-11.26PM	~GRID 11.15									13.7*	28*	13.4	
NBC NBC NEWS UPDATE-SUN.		8.58- 8.59PM	8.45	11,670	15.0	11,670	15.0	27	15.0	10,970	14.1	10,970	14.1	26	14.1
NBC NBC NEWS UPDATE-2-SUN(SUS)	1	9.49- 9.50PM	9.45												
	2	9.53- 9.54PM	9.45												
EVENING MONDAY-FRIDAY															
ABC ABC NEWSBRIEF-M-F	2	>	8.15							10,970	14.1	10,970	14.1	25	14.5
	1	>	8.45	11,050	14.2	11,050	14.2	25	12.4						10.2
			9.45						16.9						15.3
ABC ABC MONDAY NIGHT BSBL(B)	2	11.01-11.26PM	11.00 11.15							9,100	11.7	8,170	10.5	20	10.8
ABC ABC NEWS:NIGHTLINE	1	>	11.30 11.45 12.00	7,160	9.2	5,760	7.4	22	8.0 6.8 6.6						10.3
									FRI.						MON.
ABC ABC NEWS:NIGHTLINE-T-F	2	11.30-12.00MD	11.30 11.45							7,550	9.7	6,150	7.9	22	8.6
ABC ABC NEWS:NIGHTLINE-MON	2	11.57-12.27AM	11.45 12.00 12.15							5,130	6.6	3,660	4.7	18	7.1
															MON.
ABC CHARLIE'S ANGELS-12.00 CONT'D		12.00- 1.09AM	12.00	5,060	6.5	3,270	4.2	20	4.5	5,450	7.0	3,420	4.4	19	4.1
									THU.						THU.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

OTHER PROGRAMS

DAY NETWORK/PROGRAM				WK #				TIME (N.Y.T.)				QUARTER HOUR				WEEK 1							WEEK 2																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																														
																TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY ¼ HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY ¼ HR	TELE- CAST DAYS																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																								
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EVENING MONDAY-FRIDAY-CONT'D																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																					

ABC TUESDAY MOVIE-WEEK-PART 1		12.00- 1.11AM	12.00	4,590	5.9	2,720	3.5	16		4.2	TUE.				4,590	5.9	2,800	3.6	16	4.2	TUE.
			12.15					3.9*	15*	3.7	TUE.							3.9*	15*	3.7	TUE.
			12.30							3.2	TUE.									3.6	TUE.
			12.45					3.2*	16*	3.2	TUE.							3.5*	17*	3.4	TUE.
			1.00							3.3	TUE.									2.9	TUE.
ABC FANTASY ISLAND-12.00	2	12.27- 1.35AM	12.15												3,500	4.5	1,950	2.5	16	3.3	MON.
			12.30																	3.1	MON.
			12.45															2.7*	15*	2.4	MON.
			1.00																	2.4	MON.
			1.15															2.3*	17*	2.2	MON.
			1.30																	1.9	MON.
ABC TUESDAY MOVIE-WEEK-PART 2	1	1.11- 1.32AM	1.00	2,650	3.4	2,490	3.2	23		3.3	TUE.				2,330	3.0	2,260	2.9	19	2.7	TUE.
	2	1.11- 1.26AM	1.00							3.2	TUE.									2.9	TUE.
			1.15							3.0	TUE.										
			1.30																		
ABC SPECIAL REPORT(SUS)	1	1.32- 2.12AM	(SUS)																		
	2	1.26- 2.10AM	(SUS)																		
ABC SPECIAL REPORT(SUS)	2	3.26- 3.37AM	3.15																		WED.
CBS NEWSBREAK-M-F	1	>	8.45	9,880	12.7	9,880	12.7	22		12.8	M-F										
			9.00							12.2	WED.										
CBS NEWSBREAK-MWTHF	2	>	8.45												8,400	10.8	8,170	10.5	19	10.4	MWTHF
CBS LATE MOVIE I		>	11.30	7,160	9.2	4,670	6.0	21		6.5	M-F				8,250	10.6	5,520	7.1	24	7.7	M-F
			11.45					6.4*	19*	6.3	M-F							7.5*	22*	7.4	M-F
			12.00							5.9	M-F									7.2	M-F
			12.15					5.8*	22*	5.6	M-F							6.9*	25*	6.7	M-F
			12.30							5.2	M-F									6.3	M-F
		VARIOUS TIMES	(SUS)																		

Nielsen NATIONAL TV AUDIENCE ESTIMATES

OTHER PROGRAMS

				WEEK 1							WEEK 2							
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY ¼ HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY ¼ HR	TELE- CAST DAYS	
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	SHARE %	HOUSEHOLDS (000)	%			SHARE %
EVENING MONDAY-FRIDAY-CONT'D																		
CBS LATE MOVIE II		>	12.30	3,970	5.1	3,190	4.1	24	4.6	M-F		4,900	6.3	4,050	5.2	28	5.4	M-F
			12.45				4.2*	21*	4.3	M-F							5.2	M-F
			1.00						4.0	M-F							5.0	M-F
			1.15				3.7*	24*	3.7	M-F				5.3*	29*		5.0	M-F
			1.30						2.7	TU & W							4.5	WED.
		VARIOUS TIMES	(SUS)															
NBC NBC NEWS UPDATE-M-F		>	8.45	9,960	12.8	9,960	12.8	23	11.0	M-F		9,490	12.2	9,490	12.2	22	12.2	M-F
			9.00						20.3	MON.								
NBC NBC NEWS UPDATE-2-M-F	1	>	9.30	9,410	12.1	9,410	12.1	20	10.1	TU&TH		9,410	12.1	9,410	12.1	20	12.1	TU&TH
	2	9.58- 9.59PM	9.45						14.1	TU&TH								
NBC TONIGHT SHOW		11.30-12.30AM	11.30	9,650	12.4	5,910	7.6	26	8.8	M-F		8,640	11.1	5,210	6.7	22	8.0	M-F
			11.45				8.4*	25*	7.9	M-F							6.8	M-F
			12.00						7.2	M-F					7.4*	21*	6.7	M-F
			12.15					6.7*	26*	6.3	M-F				6.1*	22*	5.6	M-F
NBC SCTV NETWORK/90	1	12.30- 2.00AM	12.30	4,980	6.4	2,570	3.3	17	3.7	FRI.								
			12.45				3.5*	15*	3.3	FRI.								
			1.00						3.3	FRI.								
			1.15					3.4*	18*	FRI.								
			1.30						3.2	FRI.								
			1.45					3.1*	20*	FRI.								

NBC TOMORROW COAST TO COAST-1		12.30- 1.00AM	12.30 12.45	3,970	5.1	3,190	4.1	21	4.7	M-TH		3,270	4.2	2,800	3.6	18	3.9	M-TH	
									3.6	M-TH							3.3	M-TH	
NBC TOMORROW FRIDAY SPECIAL(S)	2	12.30- 1.56AM	12.30 12.45 1.00 1.15 1.30 1.45									4,590	5.9	2,490	3.2	15	3.8	FRI.	
																	3.5	FRI.	
																	3.4	FRI.	
																	3.3	FRI.	
																	2.8	FRI.	
																	2.3	FRI.	
NBC TOMORROW COAST TO COAST-2	2	1.56- 2.00AM	(SUS)																
		>	1.00 1.15 1.30 1.45	2,650	3.4	1,950	2.5	19	2.9	M-TH		2,800	3.6	1,950	2.5	17	2.8	M-TH	
									2.6	M-TH							2.6	M-TH	
									2.1	M-TH							2.5	M-TH	
								2.4*	22*	M-TH							2.4	M-TH	
		VARIOUS TIMES	(SUS)						1.9	M-TH									
DAY MONDAY-FRIDAY																			
ABC FYI-12.58(SUS)		12.58-12.59PM	12.45							M-F								M-F	
ABC ABC DAYTIME NEWSBRIEF-M-F	1	1.57- 1.59PM	1.45	5,840	7.5	5,680	7.3	28	7.3	M-F		6,300	8.1	5,910	7.6	29	7.7	M-F	
	2	>	1.45																
ABC FYI-2.58(SUS)		2.58- 2.59PM	2.45							M-F								M-F	
ABC FYI-3.58(SUS)		3.58- 3.59PM	3.45							M-F								M-F	
CBS SUMMER SEMESTER(SUS)		6.30- 7.00AM	6.30							M-F								M-F	
CBS SUMMER SEMESTER MWF(SUS)		6.30- 7.00AM	6.30							M-F								M-F	
CBS MAGAZINE(S)	2	10.00-11.00AM	10.00 10.15 10.30									5,520	7.1	3,190	4.1	21	4.7	THU.	
																	4.0	THU.	
																	3.9	THU.	

CONT'D

Nielsen NATIONAL TV AUDIENCE ESTIMATES

OTHER PROGRAMS

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1							WEEK 2						
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY ¼ HR %	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY ¼ HR %	TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %		
DAY MONDAY-FRIDAY-CONT'D																	
CBS MAGAZINE(S)-CONT'D			10.45														
CBS NEWSBREAK-11.57		11.57-11.59AM	11.45	5,370	6.9	5,130	6.6	29	6.6	M-F	5,290	6.8	5,060	6.5	30	6.5	M-F
CBS NEWSBREAK-3.57		3.57- 3.59PM	3.45	4,510	5.8	4,280	5.5	18	5.5	M-F	4,510	5.8	4,280	5.5	18	5.5	M-F
CBS AFTERNOON PLAYHOUSE(S)	2	4.00- 5.00PM	4.00 4.15 4.30 4.45								7,470	9.6	4,980	6.4	20	5.5	TUE.
															5.8	5.8	TUE.
															7.1	7.1	TUE.
															7.3	7.3	TUE.
DAY SATURDAY																	
ABC SCHOOLHOUSE ROCK-8.26AM		8.26- 8.29AM	8.15	3,190	4.1	3,030	3.9	32	3.9		2,720	3.5	2,650	3.4	28	3.4	
ABC SCHOOLHOUSE ROCK-10.26AM		10.26-10.29AM	10.15	6,380	8.2	6,070	7.8	33	7.8		5,210	6.7	4,820	6.2	29	6.2	
ABC SCHOOLHOUSE ROCK-10.56AM		10.56-10.59AM	10.45	5,600	7.2	5,060	6.5	29	6.5		5,450	7.0	4,980	6.4	29	6.4	
ABC DEAR ALEX & ANNIE-11.55AM		11.55-11.59AM	11.45	4,050	5.2	3,500	4.5	23	4.5		4,200	5.4	3,500	4.5	20	4.5	
CBS SUMMER SEMESTER SAT(SUS)		6.30- 7.00AM	6.30														
CBS IN THE NEWS- 8.26AM		8.26- 8.29AM	8.15	2,570	3.3	2,410	3.1	24	3.1		2,490	3.2	2,410	3.1	23	3.1	
CBS IN THE NEWS- 8.56AM		8.56- 8.59AM	8.45	3,580	4.6	3,420	4.4	26	4.4		3,970	5.1	3,890	5.0	30	5.0	
CBS IN THE NEWS- 9.26AM		9.26- 9.29AM	9.15	5,910	7.6	5,680	7.3	34	7.3		5,680	7.3	5,450	7.0	37	7.0	
CBS IN THE NEWS-10.26AM		10.26-10.29AM	10.15	4,510	5.8	4,200	5.4	23	5.4		5,520	7.1	5,130	6.6	31	6.6	

CBS IN THE NEWS-10.56AM		10.56-10.59AM	10.45	4,430	5.7	3,730	4.8	21	4.8		5,290	6.8	4,820	6.2	28	6.2	
CBS IN THE NEWS-11.26AM		11.26-11.29AM	11.15	3,420	4.4	3,350	4.3	19	4.3		4,900	6.3	4,750	6.1	28	6.1	
CBS IN THE NEWS-11.56AM		11.56-11.59AM	11.45	3,500	4.5	3,270	4.2	20	4.2		5,290	6.8	5,060	6.5	28	6.5	
CBS IN THE NEWS-12.26PM		12.26-12.29PM	12.15	3,580	4.6	3,270	4.2	20	4.2		5,450	7.0	5,130	6.6	28	6.6	
CBS IN THE NEWS-12.56PM		12.56-12.59PM	12.45	4,510	5.8	4,050	5.2	23	5.2		4,280	5.5	3,810	4.9	21	4.9	
CBS IN THE NEWS- 1.26PM		1.26- 1.29PM	1.15	4,050	5.2	3,580	4.6	21	4.6		3,730	4.8	3,350	4.3	17	4.3	
NBC TIME OUT-8:28AM		8.28- 8.30AM	8.15	2 180	2.8	2,100	2.7	22	2.7		2,020	2.6	1,950	2.5	20	2.5	
NBC ASK NBC NEWS-8:58AM		8.58- 9.00AM	8.45	3,110	4.0	2,960	3.8	25	3.8		2,800	3.6	2,650	3.4	22	3.4	
NBC TIME OUT-9:28AM		9.28- 9.30AM	9.15	3,350	4.3	3,270	4.2	21	4.2		3,730	4.8	3,580	4.6	25	4.6	
NBC ASK NBC NEWS-9:58AM		9.58-10.00AM	9.45	3,190	4.1	3,110	4.0	19	4.0		3,970	5.1	3,810	4.9	24	4.9	
NBC TIME OUT-10:28AM		10.28-10.30AM	10.15	4,200	5.4	4,050	5.2	22	5.2		3,660	4.7	3,580	4.6	21	4.6	
NBC ASK NBC NEWS-10:58AM		10.58-11.00AM	10.45	4,820	6.2	4,750	6.1	27	6.1		3,810	4.9	3,730	4.8	21	4.8	
NBC TIME OUT-11:28AM		11.28-11.30AM	11.15	4,900	6.3	4,820	6.2	28	6.2		3,420	4.4	3,190	4.1	19	4.1	
NBC ASK NBC NEWS-11:58AM		11.58-12.00NN	11.45	4,050	5.2	3,890	5.0	24	5.0		3,970	5.1	3,890	5.0	22	5.0	
NBC TIME OUT-12:28PM		12.28-12.30PM	12.15	2,410	3.1	2,330	3.0	14	3.0		3,030	3.9	2,960	3.8	16	3.8	
NBC NBC MAJOR LEAGUE PRE GAME	1	1.00- 1.23PM	-GRID 1.15	4,590	5.9	3,730	4.8	21									
NBC NBC MAJOR LEAGUE GAME	1	1.23- 4.24PM	-GRID 4.15	11,360	14.6	5,210	6.7	26									
NBC NBC MAJOR LEAGUE PRE GAME	2	2.00- 2.18PM	-GRID 2.15				6.7*	25*	7.0		4,200	5.4	3,970	5.1	21		
NBC NBC MAJOR LEAGUE GAME	2	2.18- 4.52PM	-GRID 4.45								12,530	16.1	5,840	7.5	26		
															7.4*	24*	7.3

CONT'D

NielSEN NATIONAL TV AUDIENCE ESTIMATES

OTHER PROGRAMS

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1						WEEK 2					
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY ¼ HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE		
				HOUSEHOLDS		HOUSEHOLDS	SHARE				HOUSEHOLDS		HOUSEHOLDS	SHARE	
				(000)	%	(000)	%	%			(000)	%	(000)	%	%
DAY SATURDAY-CONT'D															
NBC NBC MAJOR LEAGUE GAME-CONT'D	2	4.52- 4.58PM	(SUS)												
DAY SUNDAY															
ABC KIDS ARE PEOPLE TOO I	1	10.30-11.10AM	→GRID	2,880	3.7	2,020	2.6	13			2,800	3.6	2,180	2.8	14
	2	10.30-11.09AM	→GRID						3.0						3.1
			11.00												
ABC DEAR ALEX & ANNIE-11.26AM		11.26-11.29AM	11.15	2,020	2.6	1,950	2.5	12	2.5		2,800	3.6	2,650	3.4	17
ABC SCHOOLHOUSE ROCK-11.55AM		11.55-11.59AM	11.45	2,020	2.6	1,560	2.0	9	2.0		1,870	2.4	1,790	2.3	11
CBS IN THE NEWS-8.26AM-SUN(SUS)		8.26- 8.29AM	8.15												2.3
CBS IN THE NEWS-8.56AM-SUN(SUS)	1	8.56- 8.59AM	8.45												
CBS IN THE NEWS-8.56AM-SUN.	2	8.56- 8.59AM	8.45								470	.6	390	.5	4
															.5